

# Northern Illinois Classic Auto Brokers

## Dec. 16: Ford Mustang History Comes Alive, Reports ClassicMuscleCars

*Special live, four-hour Internet radio broadcast to begin at 8:00 p.m. (EST).*

For Immediate Release

WAUCONDA, Ill./EWORLDWIRE/Dec. 5, 2007 --- ClassicMuscleCars.com today announces that for the first time ever, the two rarest, early Mustangs in the world will be put up for sale on December 16. The sale is a special first time only event and has never been presented before by any collector car, muscle car, or classic muscle car dealer in the world. It will feature a live Internet radio broadcast from JerseyCoastRadio.com ('<http://www.JerseyCoastRadio.com>') and ClassicMuscleCars.com ('<http://www.ClassicMuscleCars.com>'). The sale can be viewed real time on ClassicMuscleCars.com's 2007 Christmas sale page at 8:00 p.m. EST. Over \$5,000,000 worth of inventory will be put on sale and over \$1,000,000 of incentives to be given away with a special live four-hour, history-making Internet event.

Included is a 1964 Mustang convertible that was the first convertible built March 9, 1964, when the Dearborn, Michigan, plant opened its doors for Mustang production for the general public. This car is also believed to be the first Mustang sold and has extensive documentation of the history of the car and the original sale.

The first official day of Mustang sales was April 17, 1964. On April 16, 1964 at 9:30 p.m., a one-minute commercial played on all three networks - ABC, CBS and NBC. The commercial was used to promote the fact that the public could go to their local dealerships on April 17 and purchase the new Mustang. Number 212, which is owned by ClassicMuscleCars.com, was sold and delivered hours before that historic promotional commercial aired on all three major networks. On the first day of sales, April 17, Ford sold over 22,000 Mustangs making the arrival of the Mustang the most successful pre-launched sales campaign and promotion of any car manufacturer before and since.

Of 185 pre-production prototype Mustangs, hardtops, and convertibles built on March 5, 1964, not one was available to the general public.

The first pre-production Mustang was a 1964 convertible that now resides at the Henry Ford museum. The next pre-production Mustang convertible known to exist is number 6. It was found in a Georgia junk yard and after years of exposure to harsh weather conditions is in need of restoration. Now owned by ClassicMuscleCars.com, number 93 is the next only known pre-production Mustang convertible that has survived and undergone a complete restoration. It is believed to be one of the poppy red convertibles that was on display in front of the 1964 World's Fair Ford pavilion. This car was not known to exist until it was discovered in a barn in 1993 along with two other, later model Mustangs. It found its way to Florida to be restored but the work was not performed. Three years ago, the original person who discovered number 93 acquired the car back and gave the Mustang its long-awaited and overdue full restoration. ClassicMuscleCars.com, new owner of the historical number 93 will offer it for public sale on December 16 at 8:00 p.m. EST.

This historic Internet radio broadcast is a must to participate.

Millions of Mustangs have been produced since the models first days, and it is still one of Ford's most popular models. This will be the first time that these two incredibly rare Mustang convertibles have ever been offered for sale at the same time. Log on to ClassicMuscleCars.com's 2007 sale page ('<http://www.ClassicMuscleCars.com>') for further details.

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**SOURCE:** ClassicMuscleCars.com