



SEMA

SEMA SHOW

By Matthew Pearson

Gentlemen, Start Your Engines

Get Up To Speed on the SEMA Vehicle of the Show, the 2005 Ford Mustang



Given the buzz—make that the roar—that surrounds the release of the all-new 2005 Ford Mustang, it's no wonder that automotive enthusiasts across the country are not-so-patiently waiting to get their hands on one of their own. That passion, which can only be satiated by being one of the first to claim ownership, will undoubtedly be amplified by this year's SEMA Show, where the 2005 Mustang is the Vehicle of the Show.

Not only has the vehicle been well received by the media, but the aftermarket has also embraced the latest pony car with an eagerness that's seldom seen. The 2005 Mustang has been the subject of numerous capacity-crowded, SEMA-sponsored measuring sessions as well as the highlight of Ford's SEMA-OEM Roundtable Tech Talks in May. And to say that there is a lot riding on the new Mustang—not only for enthusiasts and the companies that service their needs but also for the manufacturer itself—is an understatement.

Ford understands the importance the

aftermarket will play in the success of the Mustang. That involvement certainly factored into the company's decision to return as the Manufacturer of the Show for 2004. There is no better place than the SEMA Show to showcase the latest enthusiast offering and to highlight the customizing potential of the vehicle. In our ongoing effort to get our readers up to speed prior to the SEMA Show, here is an overview of the vehicle, a look at what the aftermarket has in store for it as well as a preview of what Showgoers can expect to see on the Show floor.

Something for Everyone

A walk through the 2004 SEMA Show will certainly showcase the customizing potential of the new Mustang. We've gathered a few renderings of Mustang projects that are scheduled to debut at this year's Show. These exceptional examples offer a hint of the excitement that awaits Show attendees.

BONSPEED

714/666-1999

www.bonspeed.com

bonspeed Black Rose



MODIFICATIONS:

Body

bonspeed has designed a new front and rear fascia, side rockers and spoiler; DuPont Paint; custom grille

Suspension

Specially tuned suspension by Detroit Speed & Engineering; Koni Shocks and struts; Hotchkis sway bars; Baer brakes; bonspeed 20-inch forged-alloy wheels; BFGoodrich tires

Drivetrain

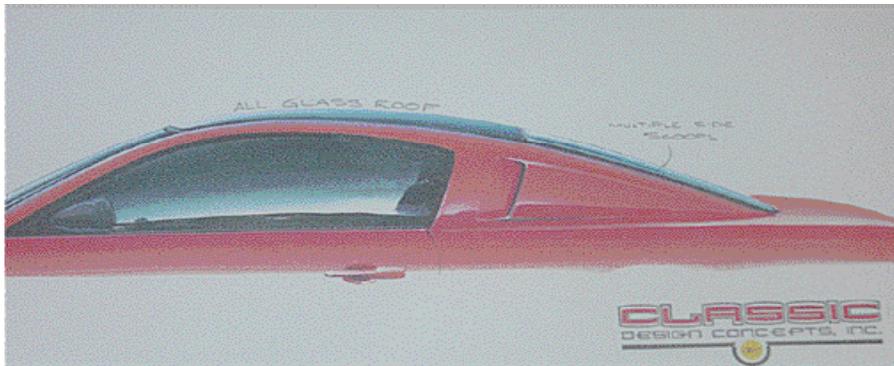
Vortec supercharger; Borla exhaust; K&N filter; Optima batteries

Interior

RECARO seats; special leather by Mulholland Bros.; bonspeed-designed gauges by US Speedo; Hurst shifter

Stereo

Sony; Diamond Audio; Metra Electronics



CLASSIC DESIGN CONCEPTS

248/624-7997

www.classicdesignconcepts.com

CDC 2005 Mustang Projects

MODIFICATIONS:

Body

CDC C-pillar scoops, rockers, chin spoilers, grille treatments and hood scoops including the Shaker; this is just the beginning of an extensive project lineup for CDC in 2005. The most exciting debut will be the All Glass Roof that CDC has teamed with Solutia to produce.

Interior

GPS; DVD; in-dash video screen; audio; side-view video system; carpet; seats; CDC will be teaming with Rockford Fosgate, Sparco, Tokicko, MRT, Steeda and Pirelli.

STEEDA

954/960-0774

www.steeda.com

2005 Steeda Mustang GT SEMA Concept Car

MODIFICATIONS:

Body

Steeda unique exterior styling with functional rear wing, front fascia and custom badging

Chassis and Powertrain

Steeda G-Trac suspension, including custom-manufactured sport springs, caster/camber plates, strut tower and G-Trac braces; unique Steeda wheel and tire package

Interior

Steeda unique interior appointments with patented Tri-Ax shifter

STEEDA
Q400R



XTREME MUSTANG PERFORMANCE

949/305-6550

www.x-m-p.com

X-Factor

MODIFICATIONS:

Chassis and Powertrain

700 horsepower Mustang engine; 5-liter stroker kit; JE pistons; Eagle rods; Houston Performance Stroker crank; race port and polish heads; custom aluminum intake; returnless fuel system; Paxton NOVI2000 Renegade supercharger; custom-designed intercooler; custom Magna-Flow exhaust; cryogenically treated Tremec T56 six speed with an Eaton posi-traction differential; McLeod twin-disc clutch kit; custom suspension with Bilstein coilover shocks and struts; 20-inch HRE wheels; Pirelli P-Zero Rosso tires; Baer Racing six-piston brakes

Body

Shaved door handles; custom ground effects that will accent the front-mount intercooler; Pro-Fit custom electric fuel door

Interior

Recaro Top Line full-electric seats; custom-colored interior accents; Alphasonik,

Audiobahn and Ichibahn in-car entertainment (featuring seven televisions and more than 20 speakers); Auto Meter gauges; Gauge Works pods; American Stitches custom steering wheel.



VEHICLE OF THE SHOW

MRT-DIRECT

248/449-4034

www.MRT-Direct.com

MRT Interceptor

MODIFICATIONS:

Chassis and Powertrain

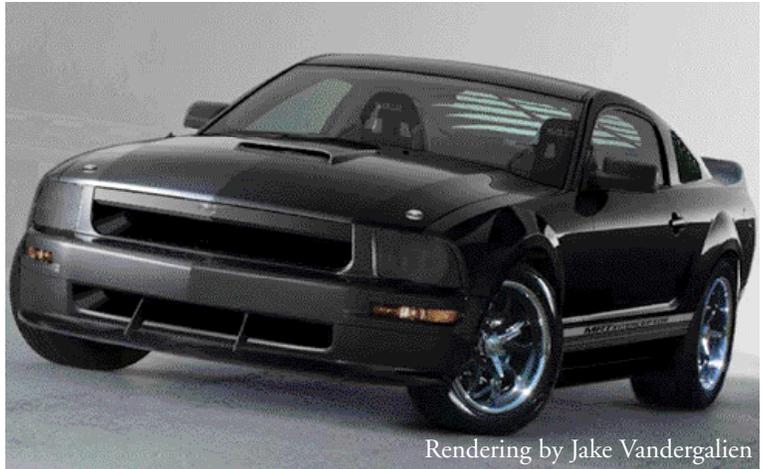
Aggressive Pirelli tires; new MRT Street Performance suspension package; JBA Headers; custom stainless-steel exhaust with black chrome tips; MRT performance chassis modifications; Ford Racing rear-end assembly; custom cold-air kit; custom throttle body; engine management tune by Diablo; intake upper; low-rotating-mass clutch and flywheel; performance racing brakes; custom wheels

Exterior

Custom front air dam; quarter-window louvers; rear window louvers; rear spoiler; custom graphics; custom side mirrors; aggressive, yet nostalgic, hood scoop

Interior:

Custom seating by Sparco; custom gauge package; touch-screen audio display; black chrome appointments on instrument panel; custom shifter and shift knob; Paxton supercharger kit



Rendering by Jake Vandergalien



3DCARBON™ INC.

866/332-2726

www.3dcarbon.com

3DCarbon '05 Mustang "Boy Racer"

MODIFICATIONS:

Chassis and Powertrain

4.6L OHC 3V-V8 engine; Borla exhaust; HRE three-piece machined-aluminum forged wheels; Brembo brakes

Body

Front bumper replacement; front fender flares; side skirts; rear bumper replacement; rear fender flares; 3DCarbon D1 rear wing

Interior

Cobra Seats



WESTRENZ

www.westrenz.com

Westrenz '05 Mustang Project

MODIFICATIONS:

Chassis and Powertrain

4.6L OHC 3V-V8 engine; Borla exhaust; BFGoodrich tires

Body

Front air dam; side skirts; rear lower skirt; rear spoiler; hood scoop; side window louvers

Interior

Westrenz



The Aftermarket

Here's what some of the industry leaders are saying about the new Mustang and its role in the aftermarket:

Ernie Bunnell, Sales & Marketing, 3DCarbon

"Maybe the guy is going to go down and buy an M3 or something—we're going to try and build a car that will make him look at a Mustang instead. You can get a V8 for \$25,000. It's a rear-wheel drive, which lends itself to drifting, and there's no competition from GM anymore with the Camaro and Firebird now gone. Ford has high hopes of making this not only a high-production car but also a real distinguished high-performance car for the select market."

Brad Fanshaw, President, bonspeed

"The Mustang has been an icon of performance from the beginning, and the new one is destined to be modified by the aftermarket. I think there will be a huge amount of aftermarket products created for this car. In fact, the aftermarket companies we are working with on our Mustang project are all developing part numbers based off our show car. That way consumers can see the show car, get excited about it, and go replicate it. They can go build it for themselves, and I think that's really important."

Roland Graef, President, H&R Special Springs

"The new Mustang is about more than just a new car; it's about an entire industry. Look at the magazines, the catalogs and the companies that deal just with Mustangs. Ford has managed to appeal to a huge demographic and to make owners feel connected—and they've managed to keep that connection. With the 2005 Mustang, I think it's amazing how they've been able to keep the roots of the car intact while also improving on it. And given the aftermarket-friendly design of the new vehicle, I can imagine an even larger market for the Mustang down the road than the current one."

Dario Orlando, President, Steeda

"As America's foremost performance car, the 2005 Mustang is extremely important to the aftermarket. As an all-new vehicle, the 2005 Mustang will create a huge demand for all new performance and restyling equipment. The previous generation Mustang is one of the most popular vehicles for the aftermarket; the 2005 Mustang will only add to the demand for parts and accessories. Steeda Autosports will continue to be at the forefront of the Mustang aftermarket with a complete selection of components for the latest edition of America's original pony car."



The Factory

At this year's SEMA/OEM Roundtable Tech Talks in May, SEMA members were given full access to the team that is responsible for the all-new Mustang. Not only did Ford's Director of North American Vehicle Engineering, Mike Renucci, highlight how Ford supports the aftermarket through its project-vehicle program, Measuring Sessions and the Ford/SEMA Technology Initiative, but many of the key personnel in charge of the new Mustang spoke about the importance of the aftermarket before, during and after the vehicle's development. Here is a collection of quotes from the Mustang team:

Larry Erikson, chief designer

"People have an emotional connection with the Mustang. We wanted to capture that connection. And it's those people that want to modify their cars. You can look at the car and you can tell we have the product. Now that we have the stock ones, you can go ahead and modify the rest. Each of your companies can find your core buyer for your market and build on that. The vehicle will stand strong because it's a Mustang. The foundation pieces are there; now it's time to see what you guys can do with it."

Hau Thai-Tang, chief engineer

"This is the first clean-sheet Mustang ever.

It's all new from the ground up. We kept the aftermarket in mind during development. We think we've got a much better canvas, a much more robust platform for you guys. We're looking forward to working with you guys to launch this car."

Paul Russell, marketing manager

"Our friends in the aftermarket take our product to a whole new level, and that enhances the ownership experience for our customers. You [enthusiasts] are our salespeople on the street. You are going to be able to make a lot of parts off this vehicle. You've been really successful with past models, and we're sure you're going to see that with this one, too. The aftermarket will reap the benefits from the styling." 

The Media

The early reports are in from the media, and if they're any indication of how enthusiasts will receive the 2005 Mustang, its future is indeed bright.

"Our short take is that it's a bold, aggressive shape liberally frosted with memorable design cues from golden-era Mustangs. The stance is substantially beefier than the previous car's."

—*Motor Trend*

"With this kind of style, performance and value, the Mustang is sure to have many more birthdays to celebrate."

—*Road & Track*

"...based on what we've seen so far and the information we've gathered, Ford should have a huge hit on its hands when the '05 models go on sale later this year. We'll be first in line for a ride."

—*Hot Rod*

"So, our first impressions of this car are quite favorable. The proof is in the driving, but if this Mustang outperforms the previous cars as it should, the future of the Mustang is brighter than it's ever been—and that's saying a lot."

—*5.0 Mustang & Super Fords*