

OFFICIAL MONTHLY PUBLICATION OF THE CENTRAL VALLEY MUSTANG CLUB



JUNE 2024

the **PONY PRESS**

***1969 Mach 1 428 Super Cobra Jet
for \$81K?***



**Mustang Dark Horse?
It's More Great
Branding From Ford**

Find us on  Facebook



Visit Our Website



www.cvmustang.org



club info

Central Valley Mustang Club, Inc. • P.O. Box 25964 • Fresno, CA 93729-5964
Phone: (559) 715-CVMC (2862) • Website: www.cvmustang.org

Club Purpose: To provide a common meeting ground for Mustang owners and further the enjoyment of ownership; to include workshops, discussions and technical meetings; to promote a more favorable relationship with the general motoring public; to further the preservation and restoration of all Mustangs.

Who Can Join: The club is open to all Mustang enthusiasts. Any individual or family can join. Ownership of a Mustang is not essential, but enthusiasm is. CVMC embraces the practice of encouraging diversity within the membership and involvement of the entire family in its membership and at all club events.

A Family Oriented Organization: As a part of promoting family involvement in the club, children are allowed and in fact encouraged at all club functions. In deference to this family involvement and the driving of motor vehicles, consumption of alcoholic beverages is discouraged at club events except where the club is staying overnight and there is no potential for any drinking member or guest to get behind the wheel.

Dues: For the first year only, \$30 for a one year Active Membership, of which \$5 will be an initiation fee and \$25 for dues. For additional family members, Active Membership dues are \$5 per member. Renewals are due each January. Renewal notices are not sent out.



board members

CVMC OFFICERS

Brandon Walker • President	288-0450
Dave Ward • Vice-President	289-2366
Susan Ward • Secretary	288-6352
John Briar • Treasurer	259-1437

MEMBERS AT LARGE

Diana Buranen	647-6034
Linda Alexander	408-1584
Chris McKinney	281-8026
Isaiah Montion	696-7968

* Compliments or complaints should be presented to Members At Large.

ACTIVITIES CHAIR

Mary Kokalis	229-3219
--------------	----------

* Suggestions for activities should be directed to the Activities Committee.

MEMBERSHIP CHAIR

Paul Beckley	246-5721
--------------	----------

MERCHANDISE CHAIR

Robin McCann	709-0830
--------------	----------

SUNSHINE CHAIR

Lynnelle Beckley	977-1116
------------------	----------

WEBMASTER

Paul Beckley	246-5721
--------------	----------

NEWSLETTER EDITOR

Garo Chekerdeman	906-7563
------------------	----------

ADVERTISING

* Talk to a Member at Large

ADVERTISING RATES:

Classified Ads (3 Lines)

CVMC Members	FREE
Non Members per issue	\$3.00
with Photo	\$10.00

Business Card Ad

CVMC Members	FREE
Issue	\$5.00
Six Months	\$13.00
One Year	\$25.00

Double Business Card Ad (1/4 Page)

Issue	\$7.00
Six Months	\$20.00
Half Page (One Year)	\$70.00
Full Page (One Year)	\$105.00
Half Page / Back Cover / One Year	\$80.00

past presidents

Joseph Colvin	2020-2023
Ron Dupras	2017-2019
Mark Gardner	2016
Jim Sanborn	2015
Paul Beckley	2012-2014
Allen Rasmussen	2011
Ron Deubner	2010
Jim Sanborn	2009
Wanda Hamshar	2008
Michael Metz	2006-2007
Jim Sanborn	2005
Doug Deffenbach	2003-2004
Christina De La Pena	2001-2002
Jim Sanborn	2000
Jay Sharmer	1999
Brian Massey	1997-1998
Jim Sanborn	1996
Ron Deubner	1995
Paul Beckley	1994
Dave Rose	1993
Paul Beckley	1989-1992

The Central Valley Mustang Club accepts paid advertising from legitimate businesses. CVMC does not necessarily endorse or accept responsibility for the quality or integrity of our advertisers' services.



monthly meeting

Last Thursday of Each Month

BLACK BEAR DINER • 3602 W Shaw Ave • Fresno, CA
Dinner: 6 PM • Meeting: 7 PM



from the
president



from the
editor

Greetings to all of you Mustangers!!

Now the car show season sort of takes a break from the Central Valley's heat for most of July & August. We will still have some activities in the club.

We had the breakfast on June 1 and the Home Depot car show, then on June 2 cars at the point, on the 8th we went to Spicy Mayo & the movie The Blues Brothers at Sierra Sky Park.

We got to drive the new Minarets High School graduates and have them announced at graduation this year. Our club has participated in all their graduations since the first class in 2012. I am not sure who likes CVMC participating in the graduation the most, the new graduates, the friends & family, or our club members.

We are going to lunch at Ducey's in Bass Lake and then to the melodrama in Oakhurst on June 30. We will have some activities planned for July, August, and September. Our 35th anniversary club picnic is coming up in September.

We have a club breakfast on the first Saturday of each month at Blossom Trail Café, Academy/Belmont Aves at 10:00 am. Our VP, Dave Ward, has picked several car shows for us to attend as a club. Stay tuned to our calendar of events for updates. I believe that activities, including car shows, are the lifeblood of our club!

It is hard to be in a bad mood when you get to drive a Mustang!

Happy Mustanging to all of you!

Brandon Walker
CVMC President

**The temperature
in Fresno is
somewhere
between**



OMG and WTF

Garo Chekerdeman
CVMC - Newsletter Editor

upcoming events

JULY 2024

6 Sat	10:00AM - 12:00PM ✉	■	DO TO HIGH HEAT, LOCATION CHANGE!! club breakfast Club Breakfast/THE TRAIN DEPOT 7-6-24
	12:00PM - 5:00PM ✉	■	High Sierra Summer Fest Car Show
7 Sun	8:00AM - 12:00PM ✉	■	Cars at the Point car show
12 Fri	5PM - 8PM ✉		NO Hot Rod Gathering Friday Night July 12th
13 Sat	8AM - 10AM ✉	■	PHARAOH'S Coffee and Cars
14 Sun	1:30PM - 3:30PM ✉		Charlene's Lunch and Game Day
19 Fri	5:00PM - 8:00PM ✉		NO Hot Rod Gathering Friday Night July 19th
22 Mon	6PM - 6:30PM ✉	■	CVMC Board Meeting @ Helen's Gourmet Chinese
25 Thu	7PM - 8PM ✉	■	C.V.M.C. General Membership Monthly Meeting
26 Fri	5PM - 8PM ✉	■	Hot Rod Gathering at Clovis Missionary Baptist Church
27 Sat	5PM - 9PM ✉	■	El Pueblito Mexican Restaurant

Check online for updates and additions

happy birthday

JUNE:

Jun 3 Ron Coppola
 Jun 5 Bryan Cox
 Jun 9 Sharon Walker
 Jun 12 Charlene Stebles
 Jun 16 Victor Manzano
 Jun 17 Stephen Butterfield
 Jun 19 Mary Kokalis
 Jun 21 Jeremiah Ellard
 Jun 22 Peter McCann
 Jun 27 Carol Bandy



next general meeting
July 25th, 2024

BLACK BEAR DINER
 3602 W. Shaw Ave • Fresno, CA
 (Northwest Corner of Shaw / Marty)

Central Valley
MUSTANG
Club, Inc.



be sure to check out
cvmustang.org

Events Calendar
 Photo Gallery
 Newsletters
 Merchandise



To all my CVMC family,

I want to take a moment to thank everyone for all the love and support you have given me during this trying time. Losing Virginia has been the hardest thing I've ever had to face and living without her is the hardest thing I've ever had to do. The love this club has shown me has been priceless. Thank you all for showing up to pay your respects at her memorial and for helping out with food and drinks etc. for the reception. I could not have done that without your help. Thank you John for coordinating with the Fremont teachers to make that happen. Be sure to tell those you love how you feel because life is short and none of us are promised tomorrow. I love you all like family. God bless you.

Joe



We Render a Mustang Mach-E Sedan, Which Could Happen

By: Alexandra Purcell

Source: fordauthority.com

The 2024 Ford Mustang is right around the corner, a muscle car that will likely harness an almost absurd amount of power thanks to its formidable V8 engine. The next-gen Mustang could very well be the last Blue Oval product to feature an internal combustion engine as the automaker pivots toward a future of all-electric vehicles.

There are rumblings that an electric Mustang could be on the way too. It could be argued that the Mustang Mach-E fills this slot in The Blue Oval's lineup, but it is a crossover and not a "true" muscle car or coupe. With that in mind, Ford Authority undertook the challenge of rendering a hypothetical Ford Mustang Mach-E sedan to get an idea of what one could look like.

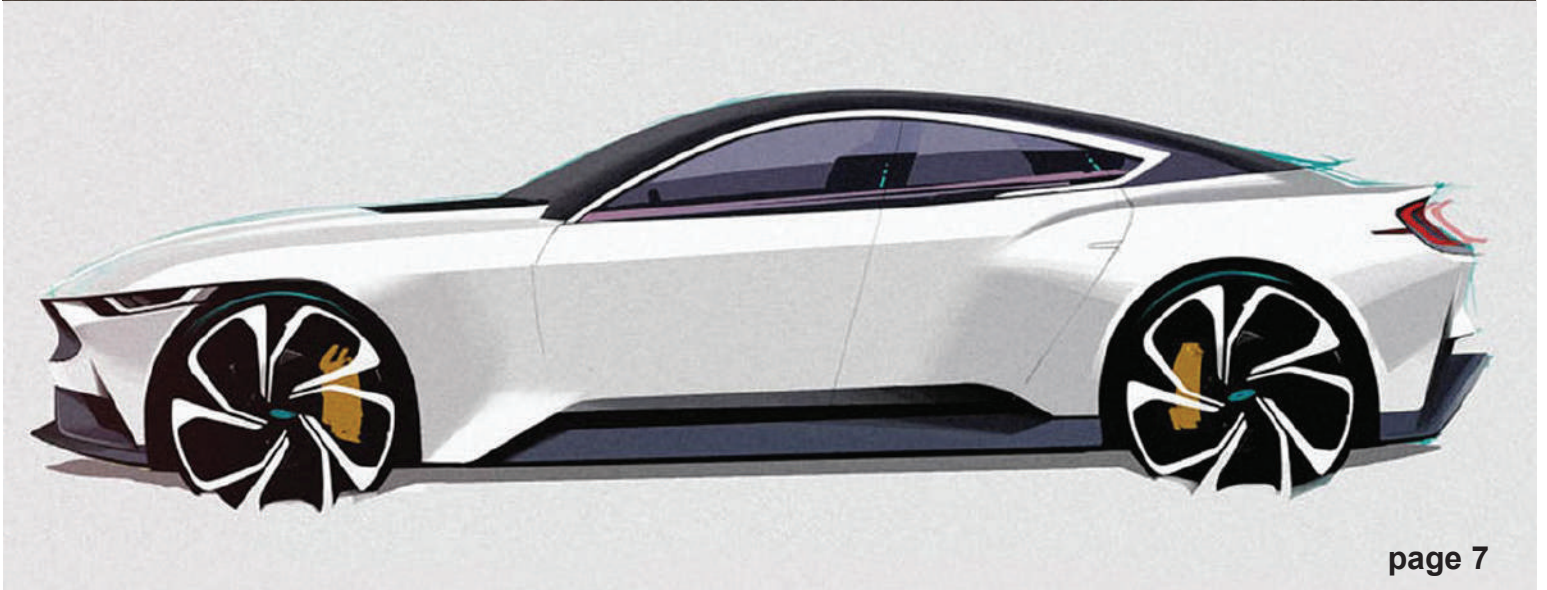
This isn't the first time we've rendered an imaginary Mustang sedan, but this time, we took cues from the existing Mustang Mach-E. The "grille" is borrowed from the Mustang Mach-E, but narrowed to give it a meaner, more aggressive look. We've given it a leaner profile for a more aerodynamic design, and its ride height is much lower. Both of these elements could potentially improve driving range from a full charge, resulting in less drag and therefore less power needed to get our Ford Mustang Mach-E sedan moving.

Out back, we've given our Ford Mustang Mach-E sedan a fastback-like rear end, incorporating the iconic Mustang taillights into the rear fascia. The addition of a true sedan-like trunk instead of a liftgate gives this hypothetical sedan an overall sportier look, and keeps it in line with what enthusiasts expect of the Mustang nameplate.

A potential Ford Mustang Mach-E sedan isn't too far-fetched, as it turns out. After all, The Blue Oval's pivot toward a lineup comprised exclusively of battery-electric vehicles is focused on iconic nameplates such as the Mustang. With that in mind, it's not entirely out of the realm of possibilities that Ford would see reason to keep the Mustang in the lineup as a sporty four-door EV sedan.



...some other ideas





THE SCENE

Minarets High School Graduation





Would You Sell This 1969 Ford Mustang Mach 1 428 Super Cobra Jet for \$81K?

This stunning Mach 1 428 Super Cobra Jet recently crossed the auction block, but the high bid was not enough to meet reserve.

Car auctions can be fascinating to watch. This is especially true right now as the overall collector car market is cooling off. During the pandemic years it seemed like the value of every car was going to the moon. You had a rusted-out Mustang II with no engine, and you felt like you were sitting on a gold mine. Well, those days are over. Not just for Mustangs but pretty much all vehicle values are down today compared to the peak around 2021. Some owners refuse to understand that and still have their cars priced above market. Is that the case with this 1969 Ford Mustang Mach 1 428 Super Cobra Jet? It was recently up for auction on Bring a Trailer but the high bid of \$81,000 was not enough to meet the reserve, so the car didn't sell. Did the owner make the right choice?

\$81,000 is a lot of money. It was a solid and honest bid for the car. And it may have been enough to buy most examples of a 1969 Mach 1. But the one being auctioned here is not like most examples. This one is a Mach 1 428 Super Cobra Jet. And it has recently undergone a multi-year refurbishment. It looks resplendent in Indian Fire Red with a blackout hood. And it was optioned from the factory with all of the desirable options. Except for one. We will get to that in a moment. But if this was your car and you were offered \$81K for it today, would you let it go or hold out for more? How much do you think it would take for you to part with the car?

Not only does this car wear a desirable paint color, but it was also optioned almost perfectly back in 1969. The star of the show is the 428ci Super Cobra Jet Ram-Air V8. It has been enhanced a bit as it now wears a Ford Performance Improvement intake manifold. This car also has the desirable Drag Pack option. This added a high-lift camshaft with hydraulic lifters as well as cap-screw connecting rods, and a modified crankshaft, flywheel, and vibration damper. Unfortunately, this car was also optioned with the Select Shift Cruise-O-Matic transmission. This three-speed automatic transmission was an expensive \$222.08 option back in 1969. However, today collectors want the 4-speed manual.





This car shows 73K miles on the odometer and presents very well. Save for a couple minor paint blemishes, it is difficult to find fault with the car. It also comes with a framed copy of the Elite Marti report and a set of styled 14-inch wheels with trim rings and tires. The refurbishment process is well documented with photos. The car has won awards at local shows. It is a great car that any new owner would surely enjoy. But what is it worth?

The easy answer is the car is worth what someone is willing to pay. So, as of a week ago, based on the auction the car is worth \$81K. But the owner doesn't agree and thinks it should bring more. According to the Hagerty valuation tool, a 1969 Ford Mustang Mach 1 428 Super Cobra Jet in number 2 condition is worth \$129,000. However, Hagerty would subtract 5 percent for the automatic transmission. That still puts it right around \$120K. But that tool and the real world are not the same thing. The commentators on the auction feel that the car should bring around \$85K to \$95K. That is probably reasonable in the current market. Hopefully a deal can be struck soon so a new owner can start to enjoy this car on the open road.



What Is a Mustang Dark Horse? It's More Great Branding From Ford

The Dark Horse name is just clever marketing. But it works.



By: Alanis King
Source: motor1.com

I was sitting at a stoplight recently when I saw a hand flailing in the corner of my eye. It was a Toyota Tacoma driver ushering me to roll my window down, so I did. They yelled: "What model year is that car?"

I told them it was the 2024 Ford Mustang Dark Horse with a manual transmission. They thanked me, the light turned green, and we sailed away—they with an inoffensive glide and me with a loud, gurgling Coyote V-8. If I'd been driving any other Mustang, I don't think they would've cared. But Dark Horse is different. This car is edgy and mysterious, courtesy of its new name, low growl, and blacked-out style.

It's just branding, but it works.

The Mustang Dark Horse is the first new performance nameplate for the model since the Mustang Bullitt debuted in 2001. Ford brands the Dark Horse as "the horse you didn't see coming," and it's accurate. Aside from trademark filings in 2022, the Dark Horse debut was a surprise.

You might think: "The Mustang has been around since the 1960s, and it has all sorts of branding: Shelby, Boss, Mach 1, Bullitt, SVT, and more. Why spend all that time to create a new Mustang nameplate, especially when V-8 muscle cars are dying?" On the surface, that's a fair point.

But Mustang brand manager Jim Owens has said the "Dark Horse" branding is meant to bring the Mustang into the future. It's for people—perhaps younger ones—who might gloss over a traditional Mustang moniker simply because they've seen it before. It makes sense; the Dodge Hellcat is one of the coolest nameplates on the market, yet you'd be forgiven for not frothing over it every new model year. Even cool things become routine after a while.

The Dark Horse breaks that routine. It's got giant black hood graphics; thick, eyeliner-style panels around its headlights; and the first front-facing horse logo on a Mustang. The Dark Horse logo stares at you straight on, nostrils flaring like a racehorse, mirroring the dual nose openings on the Dark Horse.

Those openings feed air to the Dark Horse's 5.0-liter, naturally aspirated Coyote V-8 engine, which makes 500 horsepower and 418 pound-feet of torque. It's paired with either a six-speed Tremec manual transmission or a 10-speed automatic, sending power to the rear wheels. (If you want the auto, it'll cost you \$1,600 extra.) It's the most powerful naturally aspirated 5.0-liter V-8 in Mustang history, and its base price is \$58,185.

The Dark Horse currently slots in above the Mustang GT, which has a \$41,960 base price. The GT has 480 horsepower as standard and can be optioned to 486, and it's also available in a (non-Tremec) manual or an automatic. The major difference with the Dark Horse isn't the power; it's the added performance bits, the advertised "limited availability," and perhaps most importantly, the branding.



I remember the first time I heard about the new Dark Horse. The name immediately caught my attention; like “Hellcat,” it’s just a captivating term. It also looked like a new genre of Mustang that was dark, moody, and more modern. I knew it wouldn’t be the most revolutionary driving experience in the world—the Mustang is already great—but its attitude compelled me.

The Dark Horse is a dream to drive, too. It’s fast as hell, loud as hell, and it handles corners better than any straight-line American muscle car should. It’s comfortable on the highway (so long as you don’t watch the fuel gauge constantly tank), and there’s plenty of room in the front seats and trunk. The back seats can fit adult humans, but not comfortably.

The manual shifter perfectly notches up and down into place, and the Dark Horse’s no-lift shift technology feels like magic. In most manual cars, drivers have to take their foot off the gas, press the clutch pedal, then shift into a higher gear. With no-lift tech, you can keep your foot pinned on the accelerator while upshifting during hard acceleration. The Dark Horse takes care of the rest, giving you a faster shifting motion and the satisfaction of breaking the rules without consequences.

The Dark Horse isn’t perfect. Its infotainment screen went black a few times while I had the car, forcing me to restart it; it’s built for four seats, but not four people; and the blacked-out eyeliner around the headlights makes it look kind of like a Teenage Mutant Ninja Turtle robbing a bank. But those are my only real complaints about the car.

Plus, the Dark Horse as a branding exercise is perfect. It avoids any baggage that comes with old Mustang nameplates, and it forces onlookers (and potential buyers) to look. To create a “new” car with cool, new branding keeps people from glossing over it, like the Tacoma driver I saw.

In a world where there are so many distractions, getting someone’s attention can be even harder than keeping it. The Dark Horse solves that problem, giving the car’s style and performance a chance to speak for themselves—and they do. To me, that’s a win.



CENTRAL VALLEY MUSTANG CLUB OFFICIAL MERCHANDISE



Women's V-Neck T-Shirts • Women's Polo Shirts
2 Tone Button Up Shirt • Men's T-Shirts • Men's Polo Shirts
Uni-Sex Sweatshirt • Uni-Sex Zip Up Hoodie
CVMC Embroidered Hat • Custom Engraved Plaques & Signs
Club Logo Engraved "Root" Beer Mug

To order merchandise, check styles and prices
Visit: www.cvmustang.org
*All orders must be prepaid or paid online



MEMBERSHIP APPLICATION

PRIMARY MEMBER NAME: _____

Are you a current MCA (Mustang Club Of America) member? ☐ Yes ☐ No

MCA (Mustang Club Of America) Member Number: _____

Birthdate: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Your Preferred Email: _____

Phone: _____ Cell Phone: _____

In an effort to maintain the privacy of our members, please select if you prefer to not publish your contact information in our membership lists.

☐ Yes, Please do not publish. ☐ No, It is ok to share my information with other members.

Please select your choice. We WILL NOT sell or share your information with ANYONE outside the club membership.

SPOUSE: _____ Spouse's Birthdate: _____

Spouse's Email: _____ Spouse's Cell Phone: _____

Children's name(s) and birthdate(s): _____

1ST VEHICLE - Please enter your vehicle(s) information.

Vehicle Year * _____ Vehicle Make * _____ Vehicle Model * _____

Vehicle Color * _____ Speciality Vehicle? _____

2ND VEHICLE - Please enter your vehicle(s) information.

Vehicle Year * _____ Vehicle Make * _____ Vehicle Model * _____

Vehicle Color * _____ Speciality Vehicle? _____

How did you hear about us? _____

Membership Requirements: Insurance - Each active and honorary membership will be required to carry and produce to the Membership Committee evidence of public liability and property damage insurance as follows: a) In the minimum amount required by California law. B) Or, in individual cases, the amounts recommended by the Membership Committee or the Executive Board. This insurance must cover the car owner and any driver of that member's vehicle. Lack or, cancellation of a member's policy immediately invalidates his/her membership in this club. Operator's License - Each active and honorary member must have a valid vehicle operator's license at all times. Lack of, cancellation of, or expiration of this license immediately invalidates membership.

Release of Damages: By submitting this document online, applicant / member agrees to hold the Central Valley Mustang Club, Inc. harmless for and to protect and defend the Officers and Club Members from any damages that may occur en route to, during, or from an event in which the applicant / member is involved. By submitting this document online, the submit button will constitute your signature as proof that the included information is true and accurate and that you agree to the requirements previously set forth.

Central Valley Mustang Club, Inc.

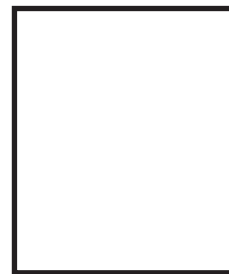
P.O. Box 25964 • Fresno, CA 93729-5964 • Phone: (559) 715-CVMC (2862) • Website: www.cvmustang.org

The Central Valley Mustang Club, Inc. is not a subsidiary company nor does it have any corporate or legal relationship with Ford Motor Company.

MEMBERSHIP DUES: For the first year only, the sum of \$30.00 for a one year Active Membership, of which \$5.00 will be an initial fee and \$25.00 for dues. Thereafter, a member shall pay each January a \$25.00 fee for dues. For additional family members, Active Membership dues are \$5.00 per member.

the **pony**
OFFICIAL MONTHLY PUBLICATION
PRESS

Central Valley Mustang Club, Inc.
P.O. Box 25964 • Fresno, CA 93729-5964
www.cvmustang.org



ADDRESS CORRECTION REQUESTED