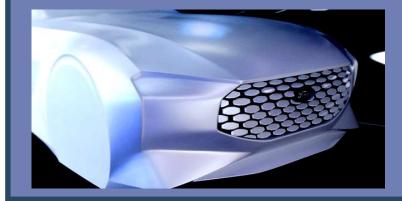
OFFICIAL MONTHLY PUBLICATION OF THE CENTRAL VALLEY MUSTANG CLUB The DODDY PROS FILL HERTZ HERTAGE

The Rise of the 1966 Shelby Mustang GT350-H



Mustang to Go Solely Electric? The Truth Behind the Rumors

### Find us on **F** Facebook

**JANUARY 2021** 





## 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.

<b>CVMC OFFICERS</b> Joseph Colvin • President Doug Deffebach • Vice President Susan Ward • Secretary Paul Beckley	285-7296 917-4283 288-6352 323-7267
MEMBERS AT LARGE Diana Buranen Mary Kokalis Karen Lee Robert Whitley	647-6034 229-3219 681-0181 877-4948
Compliments or complaints should be to Members At Large.	presented
MEMBERSHIP CHAIR Brandon Walker	288-0450
ACTIVITIES CHAIR Robin McCann	709-0830
MERCHANDISE CHAIR Robin McCann	709-0830
Suggestions for activities should be d to the Activities Committee.	irected
MCA REGIONAL DIRECTOR Paul Beckley	323-7267
SUNSHINE CHAIR Mary Whitley	285-1060

WEBMASTER Paul Beckley	323-7267
NEWSLETTER EDITOR Garo Chekerdemian	906-7563

ADVERTISING

Talk to a Member at Large

ADVERTISING RATES:

Classified Ads (3 Lines) CVMC Members Non Members per issue with Photo	FREE \$3.00 \$10.00
Business Card Ad CVMC Members Issue Six Months One Year	FREE \$5.00 \$13.00 \$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

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.



#### PAST PRESIDENTS

TAOTTREOID	
Joseph Colvin	2020
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



## from the president

Happy New Year's!

So many changes.

A new year, a new leader in the White House, a new board...well sort of. Lol

We are still under the covid time out so events will continue to be sparse but spring is coming and the activities committee is working on some meet and eats etc. so we can get a little social time in. We are seeing events being cancelled already for this year while others are in limbo. Only time will tell how many events will be affected.

Last year was a challenge keeping the club active with the virus and I fear this year will be the same, at least for the first half. Hopefully the inoculations will start to alleviate the situation and we can get back to a more normal mode in life.

I do miss seeing all your friendly faces smiling and laughing together and I look forward to spending time with our Mustang family again as soon as possible. In the meantime I hope you are all safe and well and happy.

Continue to check the Huntcal, the Facebook page and your emails to see what is happening and come out to join the herd as you can.

I look forward to seeing all of you soon. Take care of each other and enjoy the ride.

Joe Colvin CVMC Grand Poohbah joe@cvmustang.org



# from the editor

Welcome back folks!

I'm going to start the year with a funny meme. So far I'm not that impressed with 2021 and so the only thing left is humor.

Let's all hope for a better year and everyone be safe and healthy.



Garo Chekerdemian CVMC - Newsletter Editor

#### Dear CVMC

## **CVMC SPECIAL NOTICE!**

As a result of the canceling of most of our club events and activities this year the board has voted to extend all currently paid memberships through the end of 2021. This will be done automatically for all currently paid memberships.

Look for upcoming events and activities on Our Huntcal or Facebook page and come out as you can. Paid members should also be getting email updates on events and activities. If you are not please let me know.

Looking forward to seeing everyone soon.

## upcoming events

## February 2021

Date	Time	Description	
6	10 <sub>AM</sub> - 4 <sub>PM</sub> 📷	Ballis Glass Valentines Day Market	
Sat	10:00 <sub>AM</sub> 🔤	Club breakfast @ Blossom Trail Cafe	
<b>14</b> Sun		<u>Valentines Day</u>	
<b>15</b> Mon		Presidents Day	
<b>22</b> Mon	6 <sub>PM</sub> - 8 <sub>PM</sub> 👿	Board Meeting @Speedy Zaptos Mexican Restaurant	
<b>25</b> Thu	7рм	C.V.M.C. General Membership Monthly Meeting	
<b>27</b> Sat	Hot Rodders for Robin 2nd Annual Car Show		



DECEMBER

Dec 4 Mark Gardner

- Dec 6 Andrea Ramm
- Dec 15 Lynnelle Beckley
- Dec 17 Sandi Clingenpeel

### JANUARY

- Jan 4 Keith Carson
- Jan 7 Laura Gardner
- Jan 7 Tish Davis
- Jan 8 Chris Butterfield
- Jan 10 Kest Cousins
- Jan 13 Russell Koop
- Jan 16 Crystal Pistol
- Jan 18 Jaime Pulmano
- Jan 20 James Stewart
- Jan 21 Wanda Hamshar
- Jan 26 Chris McKinney
- Jan 27 Dan Clingenpeel

next general meeting February 25th, 2021 BLACK BEAR DINER 3602 W. Shaw Ave • Fresno, CA (Northwest Corner of Shaw / Marty)





Events Calendar Photo Gallery Newsletters Merchandise

page 4



## 480-HP 2021 Ford Mustang Mach 1's Handling Pack Costs \$3500



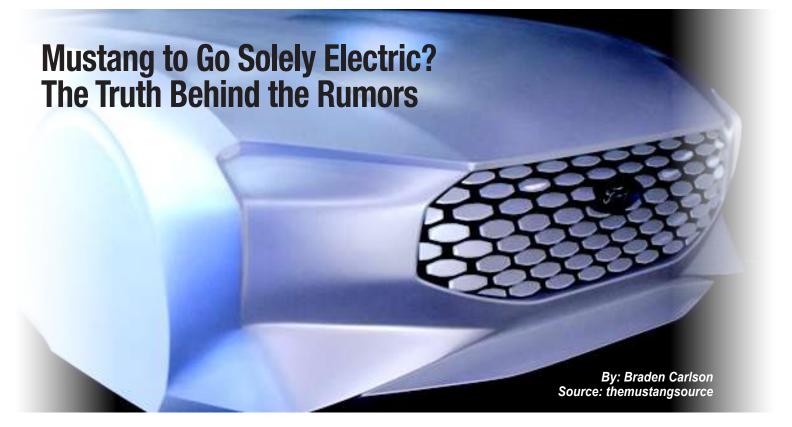
- Ford has announced that the 2021 Mustang Mach 1's optional Handling package will add \$3500 to the price of the car.
- It'll also now be available with the 10-speed automatic as well as the standard six-speed manual transmission.
- Orders for the Mustang Mach 1 with the Handling package will open in January 2021, with cars slated to arrive in the spring.

The Ford Mustang Mach 1 is back for 2021 with a 480-hp 5.0-liter V-8, and it's the perfect blend of Shelby and the Steve McQueen–inspired Bullitt. It starts at \$52,915—about \$5000 more than the Bullitt—and if customers want to make it even more like a high-performance Shelby, they can get the available Handling package, which will cost an additional \$3500.

That's when the Mach 1 is equipped with the six-speed manual transmission, which has the same white cue-ball shift knob that we loved in our long-term Bullitt. Ford's also offering the Handling pack on cars equipped with the 10-speed automatic transmission, which costs an additional \$1595. Those gearboxes sync up to a 5.0-liter V-8 that produces 480 horsepower and 420 lb-ft of torque thanks to the now dead Shelby GT350's intake manifold, oil-filter adapter, and engine oil cooler.

The \$3500 Handling package includes unique dark-painted 19-inch aluminum wheels, sticky Michelin Pilot Sport Cup 2 rubber, adjustable top strut mounts, a swing rear spoiler with Gurney flap from the GT500, special chassis tuning, and a front splitter. Ford claims that the Handling package's upgrades give the Mach 1 150 percent more downforce than the Performance Pack Level 1 Mustang GTs.

Orders for the 2021 Ford Mustang Mach 1 with the Handling package will open in January. It's priced starting at \$56,415 with the six-speed manual and \$58,010 with the 10-speed automatic. The Mach 1 Mustangs will arrive in the U.S. in the spring.



## Rumors allege the iconic Mustang will go fully electric. If this is the case, will Ford still offer a combustion engine option at all?

It's no secret that Ford has been heavily steering into the hybrid and fully-electric vehicle market. Even the iconic Mustang name is worn on the all-electric Ford Mustang Mach-E SUV. However, there have been plenty of rumors regarding what we'll see with the next-gen Mustang. One of which, now, alleges that the gasoline engine is to be done away with entirely.

In a recent Autoline Network youtube video, host Sean McElroy outlines the claims.

"Last week, we reported that Mustang fans are going to have to wait a while for the next-gen sports car because it won't go into production until December of 2028. There could be a reason for that long wait. Auto Forecast Solutions reports that the standard Mustang is going fully electric as well. It sounds like that will be the only powertrain setup," says McElroy.

#### Are these rumors coming from a credible source?

While it is hard to decipher real news from speculation, it is important to keep your head straight. After all, there have been rumors of Ford discontinuing the V8 for ages. Our sister site, Mustang Forums, brought one to light in December 2019. That rumor was a supposed leak from someone at Ford. For every bit that that rumor could be written off as questionable, this one can be written off tenfold.

In the Autoforecast Solutions video referenced by McElroy, this rumor's source comes from nothing more than a quick remark by the host, Sam Fiorani.

"This all will come full circle as the gas-fueled burble of the V8 is replaced by the shocking acceleration of an electric motor when the standard Mustang becomes an EV in just a few years," says Fiorani.

That's it. Seriously. There are no remarks from anyone involved with Ford that lead us to believe that Autoline's seemingly surefire confirmation of this rumor is credible. We're living in crazy times, ladies and gentlemen. We need to keep track of not only who's saying what, but why they're saying it at all.

Without a doubt, the EV revolution is in full swing. Ford is definitely not exempt from it, either. Do we think it is out of the realm of possibility that we'll see an all-electric Mustang coupe? Not at all. We'd even venture so far as to call it fairly likely.

However, it is imperative that we take situations like these with a grain of salt. You have to be cautious with what you read, as sometimes those who are leaking the info aren't very careful with their sourcing to begin with.

In the meantime, we'll continue to enjoy the burble of our gas-fueled V8s while we look towards the future. When the time does come for a fully electric Mustang, we are sure it will be great. However, we will wait to get emotional about it until after we get a more official confirmation of the timeline.



Car enthusiasts are well aware of the history that was made in the year 1966: the introduction of the special-edition Shelby Mustang GT350-H. As soon as this remarkable Mustang was born, it had car fans immediately smitten with its gorgeous design and ultra-high performance. The car was only available for rental through Hertz, and the "H" in the name stood for – you guessed it – Hertz.

According to Joe Conway, Co-CEO of Carroll Shelby International and CEO of Shelby American, "The 1966 Ford Shelby GT350-H became a legend from the moment it was introduced." It wasn't just the design that created such a buzz — it was also the incredible opportunity given to regular working-class people to be able to rent these dream sports cars through Hertz.

A Hertz ad from 1966 shows a Shelby Mustang GT 350-H on a race track with text that reads, 'Add a dash of excitement to your next business trip.

#### Hertz "Rent-a-Racer" Program

Over 50 years ago, in September of 1965, the General Manager of Shelby American, Peyton Cramer, and the Hertz Corporation came to a brilliant business agreement: They would offer the 1966 GT350-H as a rental car through the now-famous Hertz "Rent-a-Racer" Program. This deal created 1,000 Shelby Mustang GT350-Hs for use in the Hertz rental fleet, allowing customers to do more than just rent a standard rental vehicle for their needs.

A brochure from 1966 introduced the cars to eager renters, "These cars are available to business travelers who want a change of pace in motoring, by sports car owners away from home and by vacations who consider driving an enjoyable sport." The "Rent-a-Racer" Program inspired more customers to rent with Hertz (who wouldn't jump at the opportunity to rent their dream car for the weekend?), while also creating more potential buyers for Shelby Mustang – talk about a genius business idea.

Members of the Hertz Sports Car Club in 1966 who were 25 years of age or older would simply pay \$17 per day and 17 cents per mile (a pretty great deal for the time) and get to drive away from the Hertz lot in a performance 306 horse-power Mustang fastback. For most drivers, this was a chance to sit in the driver's seat of a luxurious and powerful vehicle for a great deal—when purchasing that model may have been out of their price range.

A Hertz ad from 1966 shows two images of the Shelby Mustang GT 350-H, one with the car driving on a road, and one with the car off-roading in the desert.





#### Shelby GT350H Mustang and Hertz Today

The Hertz "Rent-a-Racer" Program was a huge success for its time, but eventually came to an end after the pattern of vehicle repair expenses became too high. (Tales of the time say that some renters would take the GT350-H to the race track for a weekend of amateur racing, leaving much to be fixed upon return of the rental.) However, to those who were fortunate enough to experience the magic of renting a racer, the memories live on.

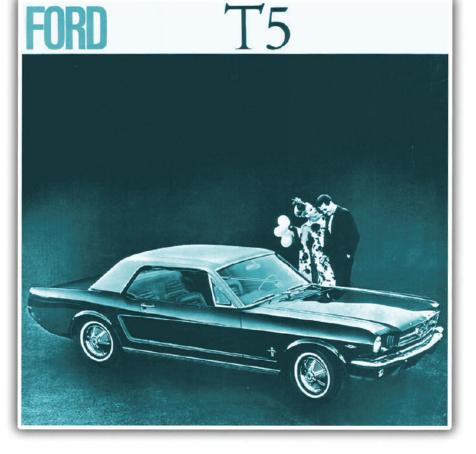
Classic car collectors have seen the 1966 Shelby GT350-H Mustang become a highly sought-after vehicle. The ones that are still left in commission are now extremely valuable, earning a net of one hundred and fifty thousand dollars or more in auctions. Those who are lucky enough to still own a Shelby GT350-H hold the keys to a piece of integral Mustang and Hertz history.

In 2006, forty years after its initial creation in 1966, Shelby and Hertz reunited once again to introduce the 2006 Shelby GT-H Mustang, available to rent in what was then called the Hertz "Fun Collection." The 2006 Shelby GT-H Mustang, a new take on an old 60s model held a very classic, muscular build with some true performance favorite credentials.

Ten years later, in 2016, Hertz and Shelby once again teamed up to bring back the car for the fiftieth anniversary of the partnership. Ford produced 140 Mustang GT-Hs for that were available in ther Hertz "Adrenaline Collection" at 17 airport locations across the U.S.



There Was A Time When Ford Didn't Think The Mustang Brand Was Worth What A Fancy Truck Costs



By: Jason Torchinsky Source: jalopnik.com

How much do you think the Mustang brand identity is worth to Ford today? A hell of a lot, right? It's a legit automotive icon, and the only non truck/crossover/SUV they're still even willing to sell in America anymore, so you'd think it's safe to say that the Mustang brand is considered a crown jewel of Ford. Incredibly, this hasn't always been the case; in fact, at one time, Ford wasn't even willing to pay the price of a top-spec F450 for it. I'll explain.

When the Mustang was first released in 1965 (we'll just leave that 1964 1/2 stuff to the real dorks) and they began to investigate exporting the car to Europe, they ran into a bit of a snag in Germany: the name Mustang was taken.

A company called Krupp had been building multipurpose utility trucks under the Mustang name for years, and held the German trademark to the name.

They offered to sell the name to Ford, but Ford refused, choosing instead to re-brand the Mustang in Germany as the T5.

T5 was a development name used by the Mustang project, but it had no special significance otherwise.

There was still the galloping horse on the fenders, but I guess that was just some random, unrelated horse in this context.

Now, this is interesting and all, but it's not exactly unknown—real Mustang obsessives are very aware of these German T5s. What I think is fascinating—and what I never really realized before—is the amount Krupp wanted from Ford for the Mustang name: \$10,000.

Now, this baffles me. \$10 large just doesn't seem like a big deal to a huge company like Ford, even in 1965. If we calculate what \$10,000 in 1965 is in today's dollars, it comes to right about \$81,500.

That's less than the cost of one well-equipped Ford F-450 Super Duty Crew Cab truck.

Ford wasn't exactly a tiny, struggling company in 1965—they were huge, arguably more powerful and influential than they are today. Ten grand would have been a trivial amount for them to get the Mustang name, certainly a hell of a lot easier and cheaper than having to produce badging, advertising, documentation, and so on for an identical car in one, solitary market.



I have yet to find a really good explanation of why Ford made this decision way back then. Sure, the Mustang was new, and nobody could really know how legendary the nameplate would one day become, but even so, what was the point of cheaping out and not buying the name, when it had to have cost Ford more to make all those special T5 badges and steering wheels and hubcaps and owners manuals and on and on. It makes no sense.

Even if Krupp was asking much more money, you'd think it'd have been worth it—they were willing to sell the rights to the name, which you'd think would be the important part.

Eventually, in 1979 Krupp's trademark on the Mustang name expired, and Ford began badging German Mustangs just like the rest of the world.

But for well over a decade—an incredibly influential decade in that car's life—Ford did this weird-ass not-Mustang thing in Germany because—why again? They're incredibly cheap, if you don't pay attention to the extra cost associated with totally re-badging a car and maintaining a unique marketing arm for one market?

They didn't want to give Krupp any money? Pride? A childhood promise Edsel Ford made to Kaiser Wilhelm II? Who the hell knows. All I do actually know is that this has to be one of the strangest (stupidest?) automotive marketing decisions made by a major carmaker ever.





Recently, Ford CEO Jim Farley stated that the automaker is not interested in producing niche, expensive EVs with price tags over \$100k, and instead plans to focus on building more affordable and accessible electric vehicles. Now, however, we've spied a Porsche Taycan Turbo S driving around Ford's vehicle development center in Dearborn, Michigan, before going into it.

One might think that perhaps this Porsche Taycan simply belongs to a Ford employee, but we can tell from these photos that it is actually a vehicle being benchmarked by The Blue Oval. For starters, the car is wearing a manufacturer's plate, and it has the tell-tale yellow sticker at the top of the windshield, which has a Ford development vehicle inventory bar code printed on it. Additionally, we followed the car to Ford's facilities, after which it headed to the test track.

The Porsche Taycan is a very high-end EV product, one that carries a base price of \$79,990 for the brand new bare-bones model, but that climbs to an astounding \$185,000 for the Turbo S. However, the performance of the Turbo S is equally breath-taking, as the car will go from 0-60 miles-per-hour in just 2.6 seconds, thanks to its 750 horsepower peak output.

Currently, the only all-electric product in FoMoCo's portfolio is the Ford Mustang Mach-E, though it will soon be joined by the Ford F-150 electric, Ford E-Transit, a future model built on Volkswagen's MEB platform (for Europe only), and five new EVs that will be produced at the Ford Oakville Assembly Plant.

Ford is obviously working on a major BEV offensive, but could/should that also include a high-performance luxury sedan like the Porsche Taycan, perhaps even one bearing the Lincoln name?

## More than 1.5 million Americans have taken the Mustang pledge.

## For all the standard reasons. And over 100 optional ones.

FORD MUSTANG

The standard reasons include items like floor-mounted stick shift and full carpeting. Items you'd have to pay extra for in many other cars. And with all this, Mustang is still America's lowest priced sports car with bucket seats!

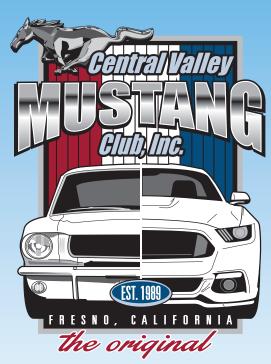
How about Mustang options? Well, there are more than 100 offered so that you can personalize your Mustang. With Stereo tape, air-conditioning, center console, Tilt-Away steering wheel, V-8's up to 390 cubic inches, and SelectShift, the

automatic that also works like a manual. To name just a few.

And they're all available on any Mustang—fastback, convertible, or hardtop.

Why not see your Ford Dealer? He's the expert on Mustang—the car designed to be designed by you.

## 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

Central Valley	<b>MEMBERSHIP APPLICATION</b>
CIUN, IIIC.	

PRIMARY MEMBER NAME:			
Are you a current MCA (Musta	ng Club Of America) member?	s No	
MCA (Mustang Club Of Americ	a) Member Number:		
Birthdate:			
Address:	City:	State:	Zip Code:
Your Preferred Email:			
Phone:	Cell Phone:		
In an effort to maintain the priv membership lists.	acy of our members, please select if you pref	fer to not publish your cor	ntact information in our
Yes, Please do not pu	ıblish. No, It is ok to share my info	rmation with other membe	ers.
Please select your choice. W	/e WILL NOT sell or share your information	n with ANYONE outside	the club membership.
SPOUSE:		Spouse's	Birthdate:
Spouse's Email:		Spouse's Cell Phone:	
Children's name(s) and birth	date(s):		
1ST VEHICLE - Please ente	r your vehicle(s) information.		
Vehicle Year *	Vehicle Make *	Vehicle M	odel *
Vehicle Color *	Speciality Vehicle?		
2ND VEHICLE - Please ente	r your vehicle(s) information.		
Vehicle Year *	Vehicle Make *	Vehicle M	odel *
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 on e 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.



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

### ADDRESS CORRECTION REQUESTED