



UNBRIDLED



MUSTANG CLUB OF ST. LOUIS

“KEEPING THE TRADITION ALIVE”

Volume 1, Issue 5

June 2008

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PRESIDENT’S POINTS

Hello everyone, are you tired of all this rain yet? I'm ready for some serious cruising, how about you?

The World Street Challenge has come and gone and our club had a very respectable turnout for the event. We even picked up several trophies for all our efforts. This was our second official club event of the year and everyone seemed to have a good time. There were several “bugs” when it came time to award the trophies. Hopefully the staff at WSC will have that worked by their next event.

Looks like our next planned event will be the charity car display at Bo Beuckman Ford on Sat. June 7th between 10am and 4pm. I'd like for every club member to come out for this event and support two very worthy charities, Juvenile Diabetes Research Fund and Susan G. Komen Race for the Cure. We will have several

items to raffle off along with four trophies to award, 50/50 sales and food & beverages available for purchase.

Also, with the MCA in Ohio selling out early we're trying to find an alternative event to attend on that same weekend, June 21st & 22nd. There are several different things going on that we'll discuss at the

regular membership meeting on June 12th. Remember this is your club, so get involved and help make it one of the best and most active clubs in the country.....

Guess that's it for this month.....Keep the tradition alive!!!! Mike H.

Mustang Club Of St. Louis

JUNE MEETING

THURSDAY, JUNE 12

7:00 pm

O'LEARY'S
(Just past Watson Rd.)

3828 S. Lindbergh Blvd. , #118
Sappington, MO 63127
314-842-7678

Bo Bueckman All Ford Car Display—JUNE 7

10 am -4 pm

15675 Manchester Rd.
Ellisville, MO 63011

\$10 Entry Fee

Benefits Susan G. Komen Cancer Fund and Juvenile Diabetes

KLOU RADIO
FOOD AND BEVERAGES

SPONSORED BY THE MUSTANG CLUB OF ST. LOUIS

MCSTL CLUB MEMBERS NEWS



**MCSTL Wishes a Happy Birthday
to the following members!!!!**

Dan Adams 6/16

**New Pony Ride for
Tom Nelson
2005 GT w/Shelby mods**



**MCSTL
ANNIVERSARY WISHES**



Sharon & Jim Richardson 6/9

Joyce & Bob Morgan 6/19

Dan & Suz Adams 6/20

MUSTANG TEAM GOES EXTRA MILE

Submitted by Mike Herbert

DEARBORN, Mich., May 21, 2008 - There are more Mustangs on the road in Tampa, Fla., than anywhere else in the country, so Paul Randle and his team headed south.

The Mustang chief engineer gathered about 40 of the vehicle line's key team members - those responsible for everything from product development to personalization to marketing - and flew from Dearborn to Florida to interview nearly 70 performance car owners last month. In addition to those pulling up in Mustangs, participants included owners of competitive-make vehicles such as the Dodge Charger, Pontiac GTO and Mitsubishi Eclipse.

External customer clinics on the Mustang are coordinated annually by Ford's 6-Sigma Center, but this is the first time since the launch of the 2005 Mustang that the team included competitive-make owners as well. To ensure that owners would be candid with their opinions, the team presented itself as a market research group and didn't identify themselves as Ford employees. "We wanted to find out why people purchased the Mustang and what

else they'd shopped for," says Ronnie Ahmad, project specialist, 6-Sigma Center. "We added competitive-make owners to the mix not only to find out why they hadn't chosen a Mustang, but also to see if Mustang owners would stand tall when talking about their vehicles versus the others during the panel discussions." Stand tall they did. Overall Mustang owners were found to be very satisfied with their ownership experience. Far more complaints came from competitive-make owners. Based on this and a wealth of other findings, Ahmad says the new approach paid off: "It was way beyond our expectations."

Participants were paid \$120 for the hour-and-a-half experience. Upon arrival, each group of a dozen or so owners filled out a brief survey before sitting down for a videotaped panel discussion. The talks were led by a moderator who used the survey responses as a jumping-off point, and viewed live behind closed doors by the Ford team. "It was very interesting to hear the pride in Mustang owners' voices," says Ahmad. "One woman said that having a Mustang is like

by a moderator who used the survey responses as a jumping-off point, and viewed live behind closed doors by the Ford team. "It was very interesting to hear the pride in Mustang owners' voices," says Ahmad. "One woman said that having a Mustang is like having a Transformer - her car makes her feel like a superhero."

Mustang Vehicle Integration Supervisor Dean Nowicki says the experience opened his eyes to how much of an "impulse purchase" the Mustang seems to be. "We heard a lot of, 'I saw it, I wanted it, I bought it,'" Nowicki says. "One person brought her old V6 Mustang to the dealership for an oil change and left in a new GT."

Underscoring why Mustang owners are extremely passionate, the car has recently garnered accolades for quality and safety. Last year, the iconic pony car came out on top in three major consumer surveys sponsored by J.D. Power & Associates. All three - the Initial Quality Study (IQS), the Automotive Performance, Execution and Layout (APEAL) Study, and the Vehicle Dependability Study (VDS) - as the leader in its mid-size

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Ford goes to great lengths to gather first-hand quality and satisfaction data from customers.

Mustang owners are passionate about their pony cars and generally more satisfied than owners of competitive makes.

Sporty Car segment. In addition, the 2008 Mustang convertible became the first sports car and the first convertible to earn the highest possible safety ratings in new-car tests performed by the U.S. government. The Mustang coupe also earned five stars in frontal crash tests for both driver and passenger, in side impact for driver and in rollover tests.

In Tampa, after each of the five panel discussions, participants retired to their cars for a walk-around focused on TGW (things gone wrong) and customer satisfaction issues. The information gathered will help the Mustang team make decisions about future features, as well as help immediately address any areas of concern. "It was great to have a multifunctional group there, because we each picked up

on something different when hearing the various responses," says Jackie DiMarco, Mustang business manager. "Later, as we're talking about which actions to take, our minds go to the images of the customers who made particular comments. This personalizes our decisions and helps us remember that everything we do is for the customer."

That idea delights Linda Davis, who participated in the clinic as the first owner of a 2008 Mustang convertible outfitted in the Warriors in Pink package designed in support of Susan G. Komen Race for the Cure. "I've been completely satisfied with my Mustang since buying it last July," Davis said. "I was happy to sit alongside other Mustang owners and hear similar comments. If clinics like this help Ford,

I'm pleased to participate." Customer clinics have led to key product edits in the past. For example, comments from Ford Edge owners resulted in the resolution of glare from the instrument panel, and Ford Escape owners helped identify the need for better communication about the vehicle's reversible cargo mat.

"A vehicle team needs to have a visceral understanding of their customer, and we'll never get that just by looking at GQRS numbers," Nowicki said. "It's great to review numbers - we do that all the time - but when I can look in a customer's eye and see the emotion as they talk about their car, that's exceptional."

WITH DEEPEST SYMPATHY

Our condolences to
Brenda and Mike Herbert on the passing
of Brenda's mother

Marie J. Hittler

Memorial Service 2:00 pm
June 14, 2008
Kutis Funeral Home-Affton
10151 Gravius Rd

CALENDAR OF EVENTS

- JUNE 6** CHUCK A BURGER NITE CRUISE—*St. Charles, MO*
- JUNE 7** ALL FORD CHARITY CAR DISPLAY-BO BEUCKMANN—
MCSTL SPONSORED EVENT— 10 am-4pm
15675 Manchester Rd, Ellisville, MO 63011
- JUNE 14** HAZELWOOD BAPTIST CHURCH— *Hazelwood, MO 314-731-2244*
- JUNE 20—22** NATIONAL RT 66 FESTIVAL- 1979 and older, cruises, Rt. 66 Sky View Drive-in—*Litchfield, IL*
- JUNE 21** CULVERS hosted by Laker's Car Club, 6-9 pm, 50 & 60's music, 618-344-8780—*Collinsville, IL*
- JUNE 21** TIME MACHINES UNLIMITED, INC., 6—10 pm, - *Collinsville, IL*

VALLEY OF FLOWERS CAR SHOW

May 3, 2008



By Rich Johnston

The weather for the Valley of the Flowers Car Show on Sat. proved to be challenging with strong winds, clouds, cold and light drizzle at times. However, some of our members braved the elements. Jim & Sandy and Jennifer and Rich met at IHOP at 9:00am for breakfast along with Rich's brother Ron and his wife Annette. In the end, the day proved worthwhile with Sandy taking a 1st place with their 97 Cobra, Jim taking a 2nd place with their T-5, Rich taking a 2nd place with his 78 King Cobra and Jennifer taking a 2nd place with the C3 82 Vette. In addition, Ron and Annette took a 3rd place in their Corvette class. So the good news was everyone took home a trophy. We took a break out of the cold and wind in a local bar for a couple beers. Oh yea, Jennifer also managed to win 2 games of Bingo while keeping warm in the old school house.

WORLD STREET CHALLENGE May 15 -18, 2008





WORLD STREET CHALLENGE MAY 15 - 18, 2008

- List of winners for WSC is as follows:
- Linda & Charlie Nahlik ~ Best Interior (66 Mustang Coupe)
 - Rich Johnston ~ 1st place (78 King Cobra)
 - Dan Adams ~ 1st place (84 GT350 Conv)
 - Rachel Schulte ~ 1st place (06 Mustang GT)
 - Jim Griffin ~ 2nd place (97 Cobra Conv)
 - Sandy Schneider ~ 2nd place (07 Mustang GT)





MUSTANG CLUB OF ST. LOUIS
3940 Scott Robert
Arnold, Missouri 63010-5316

WE'RE ON THE WEB
www.mustangclubofstl.com

Mike Herbert
Phone: (636) 282-8388
E-mail: zanity@swbell.net

CLASSIFIED ADS

Cars For Sale

1967 MUSTANG Coupe, partially restored. Rear quarters replaced, has seats. Floorboard rust, cowl needs fixed, but fairly solid; needs interior redone, needs front fenders & hood. C4/no motor. \$850
Call Bobby Davis @ 314-283-9918

1969 MUSTANG Mach 1, Gulf Stream Aqua, V8 Auto, Pwr Steering, Louvers, Spoiler, Front Always Garaged. \$19,000 obo Joe @ 3149542200.
Complete disassembled 289 w/302 heads. Edelbrock Performer Intake System, Comp Cam w/.456 lift/256 duration. Good headers. Block .040 over. \$2500. Bobby Davis @ 314-283-9918

Parts For Sale

69 MUSTANG PARTS—302w/2v carb, 3 speed man transmission, stock hood, both front fender skins, trunk deck lid, taillight lenses/trim rings, new 16 gal fuel cell, 8" rear axle, rear seat, both driver and passenger side doors, new battery try, steering box and linkage.
GNahlik123@aol.com

Complete disassembled 289 w/302 heads. Edelbrock Performer Intake System, Comp Cam w/.456 lift/256 duration. Good headers. Block .040 over. \$2,500
Call Bobby Davis @ 314-283-9918

Wanted

35th ANNIVERSARY MUSTANG ITEMS—
zanity@swbell.net

90-93 MUSTANG WIRING—complete. Alex@314-422-3156

79 -93 MUSTANG DRIVER'S DOOR - Complete and good condition. Email Dan @ adams2603@sbcglobal.net

PAID ADVERTISING

Ads will run for 12 months at a cost of \$50. Proceeds defray the cost of printing. Classified ads from members will run 3 months at no charge for Mustang Club of St. Louis Members. Ads will be accepted at no charge for non-members on a space available basis. Ads should be submitted prior to the 20th of the month.

Embroidery Town



"our wish is my stitch"

*Make it Special -
Make it PERSONAL!*

Phone: (636) 296-1347

*Email: embtown@sbcglobal.net
www.emb-town.com*

Any Vendor or Business who would like to place a display ad in our newsletter should submit their business card size ad to the editor at alrichardson.1@juno.com