SVO Marketing Manual - Color and Trim

Color and Trim

To reinforce the Mustang SVO's sophisticated, high-technology image, a limited color and trim selection is offered, with emphasis on understatement.

Colors

To promote quality and heighten product recognition (minimal product variability), the Mustang SVO is offered in only four colors:

- Black
- Silver Metallic
- Dark Charcoal Metallic
- Medium Canyon Red Metallic

Exterior trim and ornamentation is painted black in every application (as on Mustang GT)

Trim

Only one interior trim is offered, with color or optional leather seating surfaces, and featuring:

- Seats with contrasting tone charcoal surroundings and light grey inserts.
- Modified GLX door trim panels (charcoal with upper rear vinyl insert replaced with light grey cloth seat insert, and bright moldings replaced by black except top windowsill molding which remains brigh). GLX stitching and map pockets deleted.
- Charcoal 16 oz. GLX carpet
- Unique steering wheel
- "SVO" nomenclature on R.H. instrument panel applique and steering wheel
- Glovebox features unique flocked interior