

The 1984 Mustang SVO represents a significant step for Ford Motor Company in America toward world-class sophistication and appeal in a high-performance car. The SVO is a refined, high technology car which is competitive with leading import sports sedans in terms of handling, braking, driving feel, acceleration, fuel economy, ergonomics, and technological imagery. With exception of the Thunderbird Turbo Coupe, which it also outperforms, the SVO is the only domestic four-seater which can support this claim.

The SVO represents a highly incremental sales opportunity for Ford Dealers. Where the 5-liter Mustang GT offers the traditional excitement of V-8 power and acceleration, which appeals primarily to the old-school performance market, the SVO provides a "European" blend of balanced performance with finesse. As such, the SVO should expand the appeal of the Mustang car line to embrace the upscale, "young at any age" buyer who seeks sophistication and prestige in concert with performance. In large part, such buyers represent the SVO's primary target market -- the import segment.

This manual provides background and a thorough description of the Mustang SVO. It is designed to facilitate the execution of a consistent, effective launch and long-term marketing effort which will ensure the realization of the SVO's sales and conquest potential.