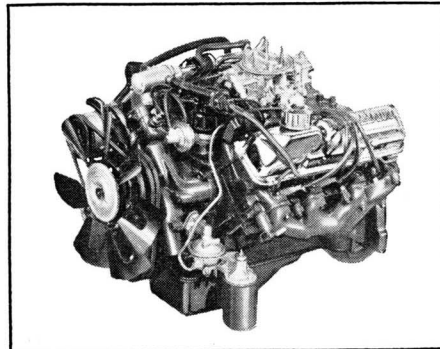


Mustang 2+2 with Cobra Jet 428-cubic-inch V-8 during Hot Rod Magazine performance tests

“Hot Rod” Sees the Light

“The Cobra Jet will be the utter delight of every Ford lover and the bane of all the rest because, quite frankly, it is the fastest running Pure Stock in the history of man.”

HOT ROD MAGAZINE
March, 1968



Ford introduces the 428-cu.in. Cobra Jet V-8

With some 36 years of experience behind them in making strong, relatively lightweight big bore blocks, Ford’s performance-minded engineers set out to build the Cobra Jet. They took the bottom end and beefed it up with the 428-cubic-inch Police Interceptor V-8, high pressure oil pump and large diameter con-rod bolts.

On the top end they dipped into the barrel of Ford race-track goodies. Cylinder heads are straight from the trophy-winning 427 Series 1 engine. Compression ratio was pegged at 10.7 to 1 and quiet hydraulic lifters open the oversize valves.

With a bore and stroke of 4.13 by 3.98 inches, the Cobra Jet develops 335 hp at 5400 and produces 440 lbs-ft of wall-climbing torque. The carburetor is a special new 2-float, 4-barrel Holley and exhaust headers are of special low-restriction design.

That’s it. Cobra Jet 428. What it does for Mustang GT’s in the 0-60 mph run will make your eyeballs click! It’s on the production line right now. The performance option for all Fairlanes, Torinos, and Mustang GT’s. Immediate delivery. All you do is order it . . . and GO!

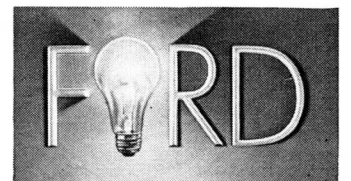
See the light—the switch is on to Ford!

RESULTS OF HOT ROD MAGAZINE TESTS

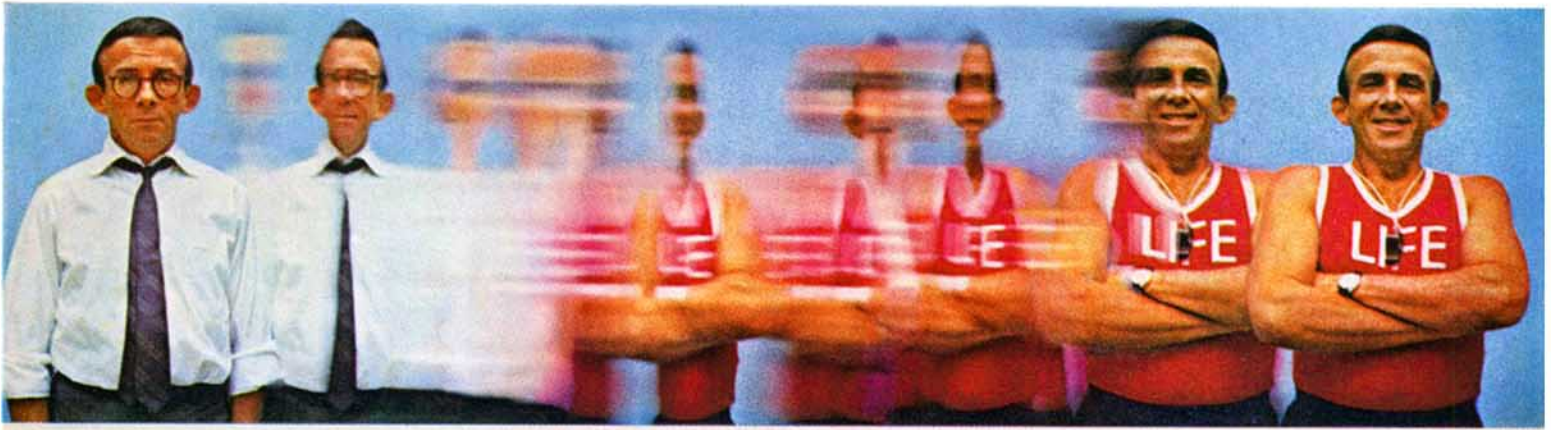
Vehicle: Mustang Cobra Jet

Performance

0-30	3.0 seconds
0-40	3.4 seconds
0-50	5.0 seconds
0-60	5.9 seconds
Standing quarter-mile	106.64 mph in 13.56 seconds



Ford ...has a better idea.



Sidney spent Sundays seashelling at the seashore. Then Sidney started digging the '68 Mustang—the great original. Dug the models: hardtop, fastback and convertible. Liked the low price, too, which left Sidney lots of clams to design his own Mustang, Sidney style. Now Sidney's making waves all over. Last week he saved 3 bathing beauties. (And they all could swim better than Sidney!)

Only Mustang makes it happen!



FACTS ABOUT THE 1968 MUSTANG: Mustang's list of standard equipment can't be matched by any other sporty car in its price range. Includes floor-mounted stick shift with fully synchronized 3-speed transmission, bucket seats, door-to-door carpeting, all-vinyl trim, 5-pod instrument cluster. And Mustang gives you a range of options no competitor offers. Like SelectShift with 3 forward speeds—can be used as a manual or an automatic; available with any model, any engine. Or an all-pushbutton AM Radio/Stereosonic Tape System. V-8's up to 390 cu. in. And the broadest choice of performance options around: including a special heavy-duty suspension, front power disc brakes on all models, wide-oval tires, and more.



Mustang
Fastback GT