

2010 Mustang Reveal

Santa Monica CA

By: Gary Granzin

2010 Mustang was revealed 'live' on Speed Channel on Tues Nov 18th 2008. My brother-in-law (Bob McLaughlin) and my twin sister Vicki, were part of the 2010 Mustang Reveal. Below are some excerpts from an article that he wrote for 'Mustang Enthusiasts' Magazine.

I (Bob McLaughlin) received a call from John Clor (Ford Motor Co) and he asked me if I was interested in taking 2 of my Mustang II Cobra's ('76 and '77) to the 2010 Mustang Reveal in Santa Monica, Calif. I told him I was very interested but I had no way to transport my cars (from Portland OR) to Santa Monica CA (where the event was being held). He said FMC might be able to make arrangements for me and gave me the name of Austin Craig to contact because he was looking for Mustang II's. I called Austin Craig and told him I have 3 Mustang II's and would be glad to provide them for the 2010 Reveal showing. I called Austin back and he was delighted with the condition of my cars from the photos I had emailed to him. Larry Williams (transport driver), who offered to drive to Portland and pick up my two Cobra II's and transport them to the event. We promptly made air and hotel arrangements for my wife, Scott and myself.

Larry finally arrived on Sat night at 10pm. We loaded the cars onto his two car trailer. After a short visit and 2 cups of coffee he was on his way South to Calif. Three hours later Scott and I were on our way to the airport to catch a flight to LAX. We arrived Sunday morning. We decided to visit the Petersen Automotive Museum for the day. On Monday Scott and I went to the world famous Venice Beach or "Freaksville" as some like to call it. Tuesday "D" Day started with Scott and me running back to LAX to pick up Vicki (Gary's twin sister) and then back to the Santa Monica event grounds where we waited for Larry to arrive with our cars. He got there on time & we unloaded the Cobra's & got them set up for the event along with 43 other original Mustangs included in the event. After a little mix up with registration and the Ford folks we finally got registered and received our arm bands to be able to enter and attend the live Speed channel event. Several Ford executives viewed my cars and were impressed with the excellent condition I keep them. I was grateful for their kind complements. They agreed you don't see many 1976 & 1977 Mustang II's in such great condition. Austin introduced us to several top MCA directors. Rodney Brown and Mary Jean Wesche both visited with us and thanked us for attending The Reveal all the way from Portland. They don't see many Mustang II's in good condition at the numerous car shows and car events they attend thru out the country. I also met David Newhardt of Newhardt Photography who has secured the rights to publish the 50th Anniversary Mustang Book. He was impressed with my Cobra II's and wants to come to Portland and photograph all 3 Mustang II's for this 50th Anniversary book. This would include my 1976 Mach I.

The Reveal had 45 original Mustangs at the event for viewing along with several cars from local Mustang clubs. As we walked along we saw a 1993 Cobra and Scott realized it his car he had just sold a few months earlier to a couple from Sacramento. He enjoyed a short visit with the new owners who kept it in the same condition Scott did when he owned it.

At 6 pm we headed into the hanger for the big Reveal. There were about 200 people that were invited to attend The Reveal along with many, many news media persons. We each had a 1:18th scale die cast model of the 2010 under our chairs along with a commemorative T-shirt and a small 2010 Mustang brochure. The stage had tiered famous race cars on either sides of a large screen which showed various Ford videos and what was happening live on stage. The Mustangs, five of them, roared in by what is called drifting fashion. The cars came in at a controlled constant burning out of the tires spinning wildly into place where they remained for the rest of the event. Next they introduced many of Mustangs key figures such as Carroll Shelby, Jack Roush , John Force, Parnelli Jones, Bob Tasca, Rick Titus, Lynn St James, Bill Glidden, Dorsey Schroeder, Joe DeSilva, Tommy Kendell, Ashley Force, also present was Steve Saleen. Mark Fields from Ford Motor and Jim Farley of Sales & Marketing for Ford also rounded off the list. After the main ceremonies we were able to view the cars up close & get autographs & pictures of these famous drivers. For me this event was equal to the 2006 Super Bowl which I attended in Detroit MI and seeing my first NASCAR race live in Las Vegas.

We examined the new 2010 Mustang and to our delight it appears to be a great evolution of the 2005 generation of Mustangs. We really liked it and were so thankful to everyone who helped us get to this great event. We appreciate meeting all the wonderful car people and sharing our stories about our Mustang II's.

Bob and Vicki McLaughlin

Portland OR

McLaughlin's Three of a Kind --- Mustang II's



'76 Mach I



'76 Cobra



'77 Cobra



1976 Mustang II Cobra and 1977 Mustang II Cobra @ 2010 Mustang Reveal (outside)

The Legends

The Mustang reveal at Barker Hangar begins with a Mustang Club of America car show highlighting the 45 years of Mustang. Owners from each year Mustangs have been built are slated for display.

"We're thrilled to be a part of this celebration. The Mustang is legendary and we're all excited to see what's next," said Mustang Club of America president Bill Johnson. "This will be a unique display as well because we have many Mustangs featuring all different years, models, customization, colors and pedigree - a truly once-in-a-lifetime experience."



Farrah (Charlie's Angles) stopped by for a quick photo op on Bob's car (in his dreams)



**Vicki (Gary's twin sister) and Bob McLaughlin on the floor of the
2010 Mustang Reveal as see on Speed Channel**



2010 Mustang Reveal from Vicki and Bob's seats



The famous Carol Shelby being interviewed 'live' on the Speed Channel

* Carroll Shelby, world-renowned automotive designer, constructor and driver famous for his Shelby Cobra and high-performance Mustangs



'Live' on the Speed Channel, Bob and Vicki are seen over the left shoulder of Dorsey Schroeder, as he is being interview by the Speed Channel.* Dorsey Schroeder, a perennial road racing contender in the 1980s and 90s, he won the 1989 SCCA Trans Am championship and 1992 24 Hours of Daytona in a Mustang