



For Immediate Release

ROUSH 2010 MUSTANG COMPLETED IN A RECORD 11-MONTHS

LIVONIA, Mich. (March 18, 2009) – It takes a lot of time to develop a new vehicle from concept to assembly line. In the case of the ROUSH® 2010 Mustang, that timeline was just 11-months.

“It was last April that the conceptual drawings for the ROUSH 2010 Mustang were approved. That kicked off everything that needed to be done in order to get this vehicle ready for production. We wanted to be as close to having our car available to the same time that the dealers would start to get their inventory of the stock Ford 2010 Mustang, so there were a lot of people at ROUSH working under a very tight deadline. I’m proud to say that we accomplished everything that needed to be done in 11-months, a record development curve for a ROUSH vehicle,” stated Jack Roush.

Once the design illustration of the new Mustang was approved, that started a series of events related to the appearance of the ROUSH vehicle. The drawing was then turned into a full-size clay model of the vehicle which was utilized for the overall theme approval. On review of the life-sized property, some minor changes were made and the car was then scanned and the CAD (Computer Aided Design) data turned over to the tooling department. In total, more than 11,600 man hours were invested into the initial designs, clay modeling, styling, CAD drafting, and Class A surfacing. That calculates out to 5.6 years of time.

Much of the design and validation of the functional components, such as powertrain and chassis, were done using CAD and CAE (Computer Aided Engineering) systems. This allowed ROUSH to go from “art to part” while minimizing the development time and risk. In some cases, ROUSH was able to go from the data straight to tooling; this eliminated the lengthy prototype phase. Also, surrogate 2009 Mustang vehicles were utilized for design validation of the powertrain and chassis components due to the similarity to that of the 2010 Mustang.

“ROUSH has some tremendous resources available, far more than just about anyone else in the industry. This allows us to get a lot of people and technology working on all the different areas of the project simultaneously, and obviously allows us to compress the development timelines very significantly,” explained Joe Thompson, vice-president and general manager of ROUSH Performance.”

The ROUSH 2010 Mustang will be available in three models at launch – the Stage 1™, Stage 2™, and 427R™. Vehicle assembly is scheduled to begin in early April with the cars showing up on the ROUSH-authorized Ford dealer lots shortly after that.

Based in Livonia, Mich., “The Art of Performance Engineering” takes place at ROUSH Performance. To get a look at what goes behind the scenes on at ROUSH and how the vehicles and parts are designed, manufactured, tested and produced, log on to www.ROUSHtv.com. In addition to the array of Ford Mustangs, a complete line of propane vehicles, performance parts and crate engines are offered. For more

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**ROUSH Mustang 11-Month Development
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information, see your local ROUSH dealer, visit www.ROUSHperformance.com or telephone toll-free (800) 59-ROUSH.

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Note to Editors: Photos are available on request.

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