



STAMPEDE!

THE NEWSLETTER OF THE SOUTH JERSEY MUSTANG CLUB

JULY-AUGUST 2007

2008 WARRIORS IN PINK MUSTANG





STAMPEDE! IS PUBLISHED SIX TIMES A YEAR AND IS FREE TO CLUB MEMBERS IN GOOD STANDING.

SJMC MEMBERS ARE ENCOURAGED TO CONTRIBUTE TO THIS PUBLICATION. THE CLASSIFIED SECTION IS OPEN TO CLUB MEMBERS AT NO COST. CLASSIFIED ENTRIES OR ARTICLES CAN BE SUBMITTED AT THE MONTHLY MEETING OR MAILED TO THE ADDRESS BELOW. CLASSIFIED ENTRIES MUST BE RESUBMITTED FOR EACH ISSUE OF THE NEWSLETTER.



**THE SJMC IS A
REGIONAL CLUB OF THE
MUSTANG CLUB OF
AMERICA**

THE SJMC, A NONPROFIT CLUB, MEETS ON THE 1ST THURSDAY OF EVERY MONTH IN VINELAND, NJ YEARLY DUES ARE \$10 AND ALL MEMBERS ARE REQUIRED TO BELONG TO THE MUSTANG CLUB OF AMERICA.

PROSPECTIVE MEMBERS ARE ENCOURAGED TO CALL EMIL AT 609-266-7529 OR JOHN AT 609-266-6353 FOR ADDITIONAL INFORMATION ABOUT THE CLUB. ALL YEAR MUSTANG & SHELBY OWNERS ARE WELCOME. MUSTANG OWNERSHIP IS NOT REQUIRED, ENTHUSIASM IS!

CLUB OFFICERS

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PREZ SEZ BY EMIL HIBIAN

As I write this the Burger King Cruise is about a week away, and I ask everyone to keep the Webster family in their prayers.

I know some of you are going to Glaziers on July 14, if you are not our club has been invited to Bayshore Ford for an anniversary celebration and 422 Motorsports will also be there. We had a good time there last year.

The Chapman show is August 4th, please try and make it and we always can use volunteers.

I hope everyone is enjoying the summer.

Thank you,

Emil

NEW MEN'S FRAGRANCE APPEALS TO MUSTANG FANS

By Michael Collins

DEARBORN, June 22, 2007 -- When it comes to brand image, there aren't many products that can compare with the Ford Mustang. Just ask the marketers of Estee Lauder's Aramis brand, who recently introduced a Mustang fragrance for men. "Sales of Mustang have just been incredible and beyond expectation," said Jesse Porto, director of Global Marketing for Aramis and Designer Fragrances. "In its first week of sales at Sears' stores throughout the United States, it was the No. 1-selling fragrance."

The Sears launch included on-site promotions at 39 locations with Mustang vehicles on display, free samples for shoppers and radio station remotes with disc jockeys inviting listeners to come in and try the new fragrance.

The Sears introduction will be followed later in the summer by roll-outs at Wal-Mart and Kohl's department stores and other mass market chains this fall.

"The most powerful thing about the Mustang brand over the past 43 years is how it's matured from a car brand into a lifestyle brand," said John Nens, manager of Ford Brand Licensing and part of the team that negotiated the licensing agreement.

"You don't necessarily have to own the car to want merchandise with the Mustang name on it. The brand is more about an attitude and personality that appeals to young and old, male and female, rich and poor."

So what does a Mustang fragrance smell like? According to the Sears Web site: "The invigorating scent is bright and musky with lavender, ginger, and lemon and undertones of pipe tobacco and cedarwood, while the base is finished with amber, fir balsam, and patchouli." Since 60 percent of men's fragrances are sold to women who give them as gifts to their fathers, brother, sons and boyfriends, Nens sees the association with Aramis as a logical fit. "It has a broad appeal that touches both sexes and different demographics," he said. "Our ultimate goal with all the merchandise we license is to increase royalty revenue, reinforce the brand and positively impact new vehicle sales."

The Aramis decision to approach Ford Brand Licensing for a Mustang partnership was based on research that showed Mustang fans and male fragrance users have much in common. For instance, 80 percent of Mustang owners are between the age of 27 and 59. That's much the same age group that buys men's fragrances.

When Aramis asked focus groups of consumers what words best represented the Mustang image, young, fun, bold, muscle, fast, legendary, classic and affordable were the most used. Marketers also discovered that the Mustang name has a special place in many American minds.

"Every time we presented the concept to various retailers we started getting stories about people's first car, or the gift from a mother to a father, or how a father and son rebuilt a Mustang in the backyard," said Porto. "Without exaggerating, we heard those kinds of stories in three out of every four presentations we made."





* Denotes Club Activity

UPCOMING EVENTS



New for 2008 is a limited-edition Warriors in Pink Mustang – designed exclusively in support of Susan G. Komen for the Cure®. Produced in celebration of Susan G. Komen for the Cure’s 25th Anniversary, the vehicle features unique pink exterior and interior design accents. Sales from the Warriors in Pink edition will help raise funds for Susan G. Komen for the Cure. Highlights include:

- Pink ribbon and Pony fender badge.
- Pink ‘Mustang’ rocker tape stripe.
- Charcoal leather seats and Charcoal floor mats with Pink contrast stitching.
- Leather-wrapped aluminum spoke steering wheel with Pink contrast stitching.
- Unique Pony grille with chrome bezel and fog lamps.

FOR INFORMATION ON OTHER EVENTS IN THE AREA, CHECK <http://www.cruisinnews.us/>

NEXT CLUB MEETINGS ARE ON AUGUST 2nd & SEPTEMBER 6th

July

- 7 10th Annual Merchantville Car & Motorcycle Show
Downtown Merchantville, NJ
For info, call Kevin at (856) 488-2357
- 14 Glazier's Mustang Barn Customer Appreciation Day
Souderton, PA
For info, go to www.mustangbarn.com
- 14 Bayshore Ford Show
Pennsville, NJ
If planning on attending, call Emil Hibian at (609) 266-7529
- 15 Penn Mustangs 1st Annual Mustang Muscle Car Show
Montana West
1030 West End Blvd.(Rt. 309)
Quakertown, PA
For info, go to www.pennmustangs.com/carshow

August

- 4* **SJMC American Classics Car Show**
Chapman Ford
Blackhorse Pike
Egg Harbor Twp, NJ
For info, go to www.sjmustangclub.com or call John Sugden at (609)625-5671
- 11 Garden State 50's
17th Annual "Downtown Millville Car Show"
High Street
Millville, NJ
For info, call John Wolfe (856)825-3047
- 25 Support Our Troops Cruise Night
Northeast Lincoln-Mercury
7001 Roosevelt Blvd.
Philadelphia, PA
For info go to www.geocities.com/phillycruisenite/

September

- 9* **SJMC 27th Annual Mustang & Ford Fall Car Show**
Holman Ford
Rt. 73
Mt. Laurel, NJ
For info, go to www.sjmustangclub.com or call Emil Hibian at (609)266-7529
- 16 Garden State Regional Mustang Club
Fords Of Fall Show
Rt 23 Auto Mall
Butler, NJ
For info, go to www.gsrnc.org



CLASSIFIEDS

FOR SALE:

Camera Lens, Sigma 18-35mm f3.5-f22 Aspherical Wide Angle to fit Nikon. Comes with case, lens hood, 82mm Kenko UV filter & Tiffen circular polarizer. All are in like new condition. Works on digital or film camera. \$80. Contact Frank Lokaj at lokaj@verizon.net.



CLUB MERCHANDISE:

SJMC Golf Shirts	See Nancy Philipp
SJMC Jackets	See Nancy Philipp
SJMC T-shirts	See Nancy Philipp
SJMC Decals	See Nancy Philipp
SJMC Pencils	See Nancy Philipp
USA Antenna Flag	See Nancy Philipp
USA Cowl Flag	See Nancy Philipp

CLUB DISCOUNTS:

Holman Ford, Rt. 73, Mt. Laurel, NJ. Wholesale discount on parts. Show club membership ID card.

Lilliston Ford, Rt. 47, Vineland, NJ. Wholesale discount on parts. Show club membership ID card. Ask for Rob.

Chapman Ford, BHP, Egg Harbor Twp., NJ 15% discount on parts. Show club membership ID card.

MUSTANG MOTORSPORTS

* Vintage and Late Model Mustangs

* RESTORATION WORK

* PERFORMANCE UPGRADES

* REPAIR WORK

609-319-2672

Owner : Joe Volpe
2002 & 2003 Historic Series Champion



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