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MUSTANG WEEK
PROGRAM

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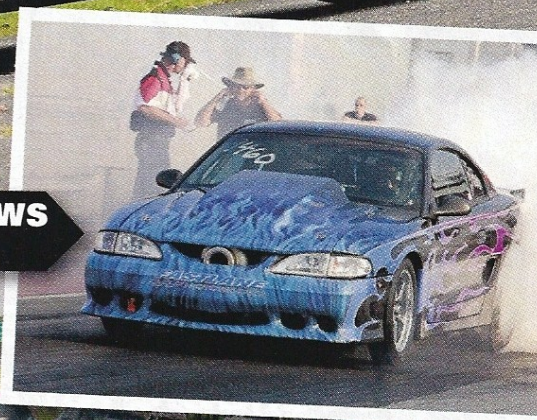
VIW 2010

JULY 19-JULY 25, 2010

Mustang Week 2010



• AUTOCROSS • BURNOUT CONTEST • CAR SHOWS
• CRUISE-INS • DRAG RACING & MORE!



5.0

MUSTANG
& SUPER FORDS

Welcome to **Mustang Week**

Text by **Brad Worley, Mustang Week staff**

Photos by **Steve Turner**

It's that time again. Time to make sure you can get off of work. Time to call and confirm hotel reservations. Time to start contacting your Mustang buddies to see who else is going and when everyone is leaving.

It's time again to begin preparations for your annual trip to Mustang Week!

If you've never been to Mustang Week, think back over the past couple of years. Have you really enjoyed your summer vacations? Maybe you were able to get to a couple of local car shows, and maybe you were able to get to a larger weekend-long event at a dragstrip. These type of trips make for a narrow "vacation" that provides a limited amount of activities, both at the planned events and away from the track. The location of most car shows or race-style events is never that appealing to the entire family, and they tend to stay behind.

Mustang Week spans five days at the end of July and provides something for every type of enthusiast. To make it even better, the week-long event takes place at a major tourist destination—Myrtle Beach, South Carolina—so you could potentially take the entire family!

Mustang Week began in 2002 as a small cruise-in with roughly 150 cars, held at Broadway at the Beach and Hard Rock Café in Myrtle Beach, South Carolina. It has grown steadily over the past eight years, and 2010 is sure to be the largest to date. Mustang Week takes the word "vacation" to a whole new level. The Mustang Week staff has carefully thought out the week's schedule so that participants are able to enjoy everything Myrtle Beach has to offer while still making it to all the scheduled events. Many events don't begin until early afternoon, so you have the whole morning to hit the beach, shop, or clean up your ride. Several of the 2010 events also end early enough in the evening so that participants can enjoy the Myrtle Beach nightlife!

A trip to Mustang Week is the ultimate combination of cruise-ins, car shows, drag racing, open-tracking, and a beach vacation all rolled into one!





Mustang Week Info

Text by **Brad Worley**, Mustang Week staff
Photos by **Steve Turner**

WHY MYRTLE BEACH?

So why does Myrtle Beach, South Carolina, make the perfect setting for Mustang Week? Myrtle Beach offers something for everyone!

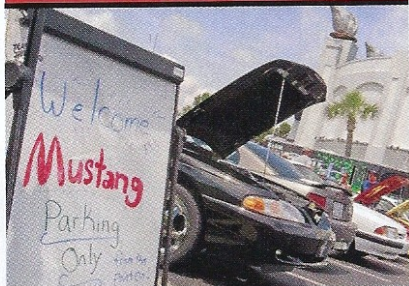
The Myrtle Beach area is part of South Carolina's Grand Strand, a 60-mile-long stretch of beaches on the Atlantic Ocean. While vacationing in Myrtle Beach, you will be able to enjoy the fantastic white sand beaches throughout the week. But that isn't all. There are thousands of restaurants to explore! Whether it's local Calabash-style seafood, a fine steak, or breakfast at one of the large pancake houses, you'll find whatever you're looking for while there.

After you've soaked in enough rays on the beach, you can shop until you drop at many large shopping destinations. You could hit one of the two outlet shopping centers, check out Broadway at the Beach or Barefoot Landing, or you may just visit one of the large local malls. You won't be able to see them all in one vacation!

And if its entertainment you are looking for, then Myrtle Beach has that covered as well! There's Dolly Parton's Dixie Stampede, the Carolina Opry, Alabama Theater, IMAX, Ripley's Believe It Or Not, Ripley's Aquarium, and The House of Blues, just to name a few! Families can enjoy the old-fashioned Family Kingdom amusement park, Myrtle Waves Water Park, and NASCAR Speed Park's go-carting!

If golf is your sport, then there

MUSTANG WEEK 2010 SCHEDULE



DAY 1

Tuesday (July 20, 2010)

—Planet Hollywood Meet 'n Greet, 1-5 p.m.

DAY 2

Wednesday (July 21, 2010)

—Myrtle Beach Circle Track Fun Runs, Burn-Out Contest and Auto Cross, 3-9 p.m.

DAY 3

Thursday (July 22, 2010)

—Meet at Hooters at 12:30-2:30 p.m. and cruise to Darlington Drag Strip
—Darlington Drag Night from 4-11 p.m.

DAY 4

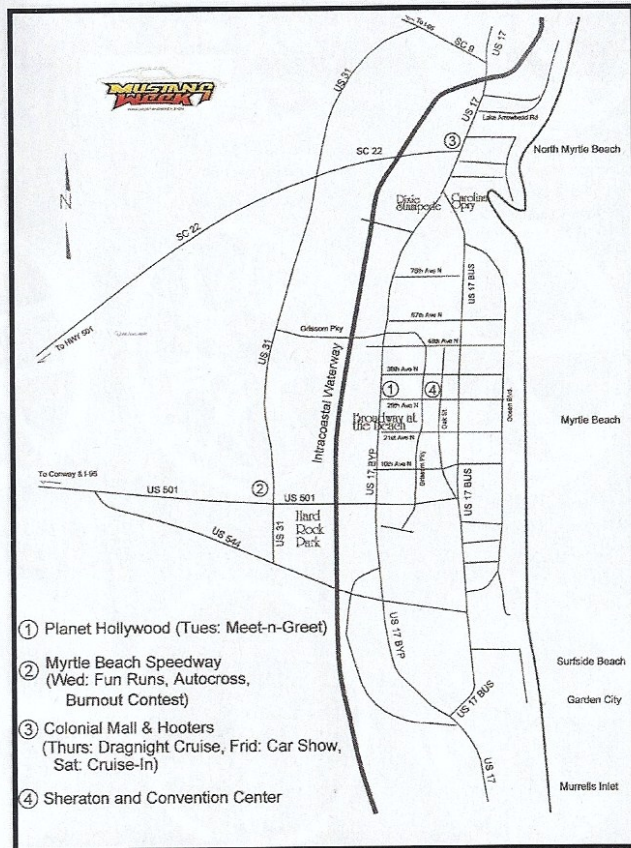
Friday (July 23, 2010)

—7th Annual Car Show at Myrtle Beach Mall
—Check-In 9-11 a.m.
*Judging starts at 11 a.m.
**Awards Saturday at 3 p.m.

DAY 5

Saturday (July 24, 2010)

—East Coast's Largest Mustang and SVT Cruise-In at Myrtle Beach Mall from noon to 6 p.m.
—Car Show Awards at 3 p.m.



- ① Planet Hollywood (Tues: Meet-n-Greet)
- ② Myrtle Beach Speedway (Wed: Fun Runs, Autocross, Burnout Contest)
- ③ Colonial Mall & Hooters (Thurs: Dragnight Cruise, Frid: Car Show, Sat: Cruise-In)
- ④ Sheraton and Convention Center



Photo courtesy of Mustang Week

is no better destination. With courses designed by Fazio, Palmer, Nicklaus, Robert Trent Jones, Love, Norman, and many others, you're sure to find just the right place!

Myrtle Beach also offers a variety of choices when deciding where to stay while on your visit. There are thousands of motel and hotel choices, countless condo rentals, and several world-class RV campgrounds. You can always find a great place to fit any budget or need in Myrtle Beach.

WAIT, THERE'S MORE

Mustang Week provides an excellent opportunity for clubs to gather and have a good time. National, regional, and local clubs make Mustang Week an annual club

2010 MUSTANG WEEK HOST HOTELS

SHERATON MYRTLE BEACH CONVENTION CENTER HOTEL

2101 North Oak St.
Myrtle Beach, SC 29577
(843) 918-5015
www.sheraton.com/myrtlebeach

HOLIDAY SANDS SOUTH

2411 South Ocean Blvd.
Myrtle Beach, SC 29577
(800) 448-4439
www.holidaysandssouth.com

FAIRFIELD INN MYRTLE BEACH NORTH

10231 N. Kings Hwy. (Hwy 17)
Myrtle Beach, SC 29572
(843) 361-8000
www.marriott.com/hotels

FAIRFIELD INN BROADWAY AT THE BEACH

1350 Paradise Circle
Myrtle Beach, SC 29577
(843) 444-8097
(800) 217-1511

BREAKERS RESORT

Oceanfront at 21st
and 27th Ave.
N. Myrtle Beach, SC 29578-0485
(800) 952-4507
www.breakers.com

OCEAN REEF RESORT

7100 N. Ocean Blvd.
Myrtle Beach, SC 29572
(888) 322-6411 or (843)
449-4441

SUPER 8 MOTEL

3801 Hwy. 17 South
N. Myrtle Beach, SC 29582
(800) 485-3792 or (843)
913-3030

CARAVELLE RESORT

6900 North Ocean Blvd.
Myrtle Beach, SC 29572
(800) 507-9145

SEA WATCH RESORT

161 Sea Watch Dr.
Myrtle Beach, SC 29572
(888) 534-9095

CAPTAINS QUARTERS

901 S. Ocean Blvd.
Myrtle Beach, SC 29577
(800) 743-8572

destination! Several larger clubs plan events of their own outside of the official Mustang Week events. One group holds an informal cruise-in at Hard Rock Café earlier in the week on Monday night. Other events such as the Boulevard Takeover on Friday night and the annual Fox-body cruise add extra fun to the week!

At this point, we would like to offer a few suggestions to help make your week more fun and comfortable.

- Always bring plenty of water with you to the events. It gets hot during the day and having plenty of fluids will ensure you will make it through the day without becoming dehydrated.
- Always make sure to have a good supply of sunscreen as well. Sunburn can make a day in the sun uncomfortable.
- It's also a good idea to bring along a set of two-way radios. Folks enjoy having those during the Drag Night Cruise.
- And don't forget to bring a chair! Having somewhere to sit and rest can make all the difference.
- Most importantly, Mustang Week was created to be a celebration! We want a relaxing and laid-back time, without all of the hassles of the typical car show. To that end, please obey all traffic laws when coming into and leaving a Mustang Week event. The Mustang Week staff does not condone any inappropriate behavior on public roads and highways! We want everyone to return to their homes safely having had the time of their lives!

So, if you think Mustang Week is the vacation you've been looking for, then head over to the Mustang Week website (www.mustangweek.com) for more information. Join the message forums and post any questions you may have. You'll get answers from participants as well as the Mustang Week staff. The website also has tons of pictures and videos from years past that will surely help you decide to become part of the Mustang Week family! See you all in Myrtle Beach in July 2010!

CONTACT INFORMATION

EXTREME PRODUCTIONS, INC.

PO Box 2611
Rockingham, NC 28380
(910) 894-3592
www.mustangweek.com



Mustang Week: **Day 1**

MEET 'N' GREET: Tuesday, July 20, 2010

Text by **Brad Worley, Mustang Week staff**
Photos by **Steve Turner**

We start the week with a bang on Tuesday (July 20, 2010) with the Meet 'n' Greet at Planet Hollywood, located at the intersection of US 17 Bypass and 29th Avenue across from the Broadway at the Beach shopping and dining area. The event is scheduled to run from 1 p.m. until 5 p.m., and is a fun, informal gathering to start the week off.

The Planet Hollywood and Club Kryptonite staff reserves their parking lots just for Mustang Week that afternoon. In 2009, over 400 Mustangs and SVTs filled the lot and gave returning attendees the chance to see friends from previous years, and newcomers the chance to meet new friends.

It's a laid-back event and some folks come straight off the highway from their trip to Mustang Week. You can come and go as you please, and with this year's earlier schedule, you can get a jump on all the other exciting things Myrtle Beach has to offer. Most participants

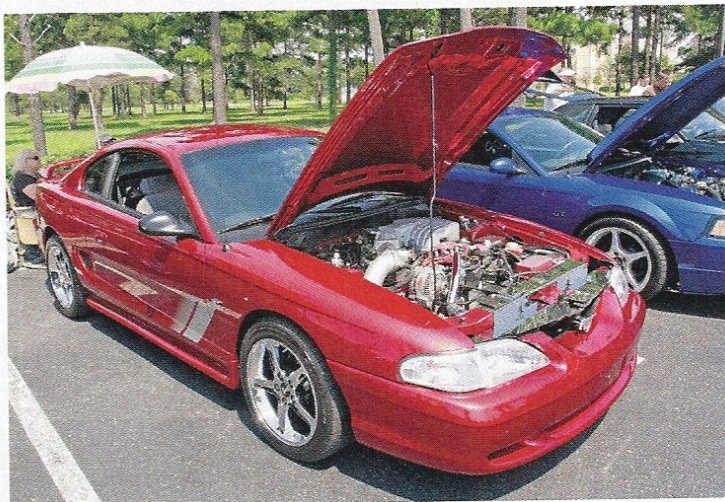
choose to get there a little early and stay the entire time, and some choose to stop by for only an hour or two. The choice is yours!

If you've never been to Mustang Week, the Meet 'n' Greet will seem like a large event, but it is only a glimpse of the week to come!

This is where you first see the major difference between Mustang Week and all the other car shows and events. You will see everything from classics and pristine show cars to built drag cars and daily driven street cars. The Meet 'n' Greet is where you get a real feel for the sense of family that has grown over the past eight years.

There is no registration required and no cost for attending the Meet 'n' Greet. This will be the first opportunity

to purchase the yearly Mustang Week T-shirt and raffle tickets. The Mustang Week staff will be on site and available to answer any questions about the rest of the week's events.



"Best Week

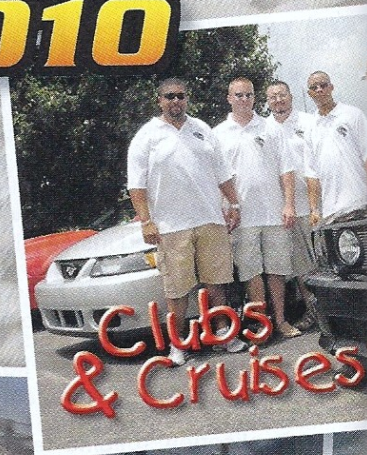
MUSTANG WEEK

at Myrtle Beach, S. Carolina
July 19-25, 2010

Drag Races...



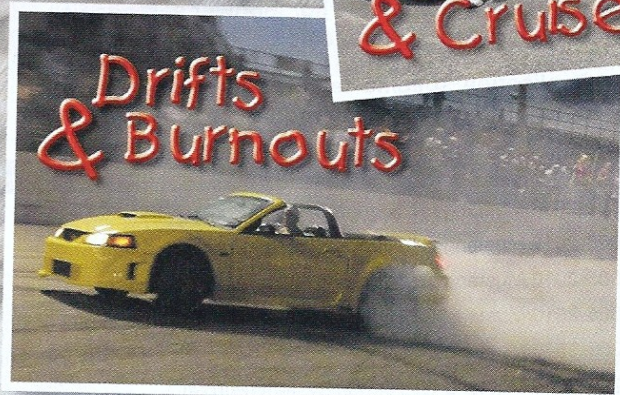
Clubs
& Cruises



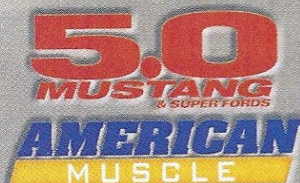
Food
& Fun!



Drifts
& Burnouts



Please Support
These Proud Mustang Week Sponsors...



of the Year"

Tuesday, July 20

Planet Hollywood Meet 'n Greet • 1:00pm-5:00pm

Wednesday, July 21

Myrtle Beach Circle Track

Fun runs, burn out contest and autocross • 3:00pm-9:00pm

Thursday, July 22

Meet at Hooters • 12:30pm-2:30pm

Cruise to Darlington Drag Strip

Darlington Drag Night • 4:00pm-11:00pm

Friday, July 23

7th Annual Car Show at Myrtle Beach Mall

Registration 9:00am-11:00am • Judging 11:00am-4:00pm

• Awards Presentation is Saturday at 3:00pm

-Online Registration begins in April,

Don't Miss Getting Your Spot!

Saturday, July 24

Southeast's Largest Mustang and SVT Cruise-in
Myrtle Beach Mall • 12:00pm-6:00pm

Autocross!!!

SPEEDWAY USA

HUGE
Car Shows!

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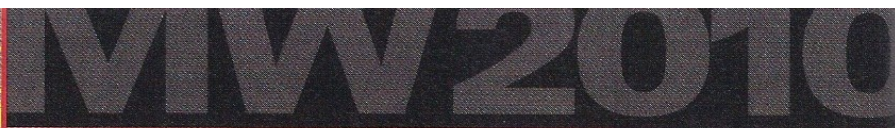
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For Info,
www.
MustangWeek
.com



Mustang Week: **Day 2**

AUTOCROSS AND SPEEDWAY FUN RUNS: Wednesday, July 21, 2010

Text by **Brad Worley, Mustang Week staff**
Photos by **Steve Turner**

On Wednesday, July 21, 2010, we head over to the Myrtle Beach Speedway (www.myrtlebeachspeedway.com) for some fun-runs and an autocross. Myrtle Beach Speedway is located just two miles west of the waterway bridge on US 501 toward Conway, South Carolina. The first year we included this event was 2007 and it was a huge success! In 2009, 188 cars participated and 1,375 watched the excitement. You can either come out and watch all the activity as a spectator (\$5 per person), or pay just a little more (\$20) and participate in the fun. The gates are

scheduled be open from 3 p.m. to 9 p.m., although this may change to allow more track time!

This is a unique opportunity. The MB Speedway is a NASCAR-sanctioned, half-mile oval track. Prior to the event, Speedway and MW staff will set cones on the race-track to provide a safe but challenging line around the racetrack. Fun-run participants can go onto the track one car at a time and take a few laps at their own pace. Staying inside the cones ensures speeds stay within safe limits. This is an excellent photo and video opportunity and an absolute thrill



MIW 2010



for the driver. An autocross course will be set up on the track's infield during this event as well!

The autocross course is set up and run by experienced personnel, ensuring safety and fun. Autocrossing gives the driver the opportunity to test their driving skills on a flat, coned course! The autocross will provide a low-speed chance to push your car's handling capability while testing the driver's skill behind the wheel!

In 2009, we held the first Autocross Shootout, which added

a competition to the night. Steve Turner, editor of *5.0 Mustang & Super Fords*, competed and finished in the top three, so anybody has a shot.

The night ends with the annual Mustang Week Burnout Contest! Participants line up one at a time on the racetrack to light them up for the crowd. One fee allows you to take part in the autocross, fun-runs, and the burnout contest!

Be sure to watch the Mustang Week web site (www.mustangweek.com) for details on this event.



Mustang Week: **Day 3**

DRAG RACING: Thursday, July 22, 2010

Text by **Brad Worley**, Mustang Week staff

Photos by **Steve Turner**

Thursday, July 22, 2010, we make the trek back to Darlington Dragway (www.darlingtondragway.com) for the annual Mustang Week Drag Night! The Dragway is an IHRA-sanctioned quarter-mile track and is located just west of Darlington, South Carolina, at 2056 E. Bobo Newsome

Highway in Hartsville. Gates will be open from 3 p.m. until 11 p.m. There is a \$10 fee at the gate for spectators and a \$15 fee for those who wish to take part in the event.

The Drag Night event is run in the test 'n' tune format, meaning participants can feel free to take as many runs as time will allow. This gives



MIW 2010

the driver the opportunity to try out their car and skill on the quarter-mile for fun. In 2009, 189 cars participated and 1,400 spectators watched all the Drag Night excitement!

All cars and drivers are expected to use the safety gear required by Darlington International Dragway (www.darlingtondragway.com). Several Mustang Week sponsors and vendors, including Pro-Dyno [(704) 651-3807 to schedule dyno time], will be set up at the Drag Night as well.

Getting to the Drag Night is half the fun! A few participants and spectators choose to drive straight to the venue, and some will come straight to the Dragway on their way to Mustang Week. Most will gather just before noon at the Hooters located at Myrtle Beach Mall near the intersection of US 17 and SC 22. Soon after lunch, we kick off an informal hour-and-a-half cruise to Darlington

Dragway. To most, the cruise to Darlington has become a yearly tradition. The Mustang Week staff will be on hand with directions to the dragway and to answer any questions.

As folks head out for Darlington, people follow along in small and large groups on their way to Darlington. There are no official lead cars, so if you haven't made the trip before, find someone before the cruise takes off and follow behind. It's exciting to see so many Mustangs and SVTs out on the road at the same time! In years past, there have been as many as 250 cars that took part in the cruise to Darlington. Needless to say, this provides some excellent photo and video opportunities. It also goes without saying that this many 'Stangs draws the attention of local law enforcement agencies, so please obey all traffic laws and have a safe trip to and from the dragstrip!



Mustang Week: **Day 4**

CAR SHOW: Friday, July 23, 2010

Text by **Brad Worley**, Mustang Week staff
Photos by **Steve Turner**

Time to clean up your ride on Friday, as the 7th Annual Mustang Week Car Show takes over Myrtle Beach Mall (intersection of US 17 and SC 22). The 2009

show brought a sell-out crowd of 600 cars in the show and just over 4,000 spectators! The 2010 Car Show will fill up quickly before the event, so pre-register as soon as it's open!

2010 MUSTANG WEEK CAR SHOW CLASSES

BEST OF:

'64½-'66
'67-'68
'69-'70
'71-'73
'74-'78
'79-'86
'87-'93
'94-'98
'99-'04
'05-'10
'93 Cobra
'94-'95 Cobra
'96-'98 Cobra
'99-'01 Cobra
'03-'04 Cobra
'07-'10 Shelby

Best Saleen
Best Roush
Best Steeda
Best Ford Specialty
Best Lightning
Best '65-'70 Shelby
Best Engine
Best Paint
Best Specialty
Best SVT
Long Distance Award
Best Boss
Best GT/CS
Best Mach 1
Best '01 Bullitt
Best '08 Bullitt

There will also be many Awards of Excellence and several special trophies! Car show awards will be given out Saturday at 3 p.m.



MIW 2010

The car show is open to all years of Ford Mustangs and SVT vehicles and has quickly become one of the best all-around Mustang car shows on the East Coast. Spectators and participants will have the chance to see everything from mild to wild, and from classic Ponies to late-models just off the lot.

Cars/trucks will be judged based on the overall cleanliness and quality of presentation. We will look at

the interior of the car, the engine compartment, the body, the wheels and tires. We will not judge convertible tops or side glass since they are optional to be down during the judging period. We will also not judge trunks.

The people who do win at the Mustang Week car show take cleaning seriously and it shows. The staff understands that you are not at home with all your "normal" cleaning

products and procedures. However, each year folks drive a long way to Mustang Week and always manage to get their cars really clean! In 2009, 140 trophies were awarded, so good luck!

For those that wish to participate, the fee is \$30. Registration for the judged portion of the car show will be by pre-registration only on the Mustang Week website (www.mustangweek.com) and will open in mid-April. The car show will sell out online prior to the actual event, so register early to ensure you get a spot. After registration closes, there will be no late entries.

Participants may choose to display only for \$10, which will be available for online registration as well. Check-in for the show will be between 9 and 11 a.m. Judging will run from 11 a.m. until 4 p.m. In 2010, car show awards will be presented at 3 p.m. on Saturday, July 24, in front of the Mustang Week tents and trailer. The show field is located in the south-western corner of the mall's parking lot, adjacent to Bass Pro Shops. Participants will access the show field on the service road at the rear of the mall. Mustang Week staff and volunteers will be present to help with parking.

The Mustang Week sponsors and vendors will be out in full force at the show as well. This offers participants and spectators the opportunity to talk one-on-one with industry professionals and get great deals on some of the hottest new products. The 2009 sponsors and vendors included Ford Racing, BAE, Fastlane Motorsports, CJ Pony Parts, Fore Precision Works, JLT Performance, Legend Mustangs, Saleen, Mustangs Unlimited, Silverhorse Racing, Pypes, SVT Performance, Bad Mustangs Club, Redline Tuning, and many more! Pro-Dyno will again be on hand with its portable dyno to give you a chance to see what kind of power your car/truck can make!





Mustang Week: **Day 5**

CRUISE-IN & AWARDS: Saturday, July 24, 2010

Text by **Brad Worley**, Mustang Week staff
Photos by **Steve Turner**



Saturday, July 24, 2010, ends the week-long fun with the East Coast's Largest Mustang and SVT Cruise-In! The Cruise-In takes place at the Myrtle Beach Mall (the same venue as Friday's Car Show) and runs from noon to 6 pm. The sheer volume of Mustangs and SVTs at the Cruise-In never ceases to amaze participants and spectators. In 2009, nearly 2,000 Fords packed the show field and surrounding parking lots at the Mustang Week Cruise-In! Even Steve Saleen was on hand with SMS to sign autographs and meet the masses. It took the entire afternoon to walk around and see everything! Over 5,000 spectators got a chance to see all the cars, sponsors, and vendors!

It goes without saying that the 2010 Cruise-In will be one of the largest gatherings of Mustangs you will see in one place at one time! It is a can't-miss event! There is no fee for attending and no registration—just show up and have fun! Once again, Mustang Week staff and volunteers will be on hand to help with parking and answer any questions that you may have.

We will give out the awards from Friday's Car Show at 3 p.m. Gather around and cheer on those that take home the much deserved trophies! Near the end of the evening we will give out the car show awards and give away the incredible raffle prizes that we will have sold tickets for all week long. There are few shows that give out the high-caliber raffle prizes that are given away at Mustang Week. Don't forget to bring all the raffle tickets you've collected throughout the week! You must be present to win! **MW**