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# MUSTANG WEEK

**JULY 21-25, 2009** • MYRTLE BEACH, SOUTH CAROLINA



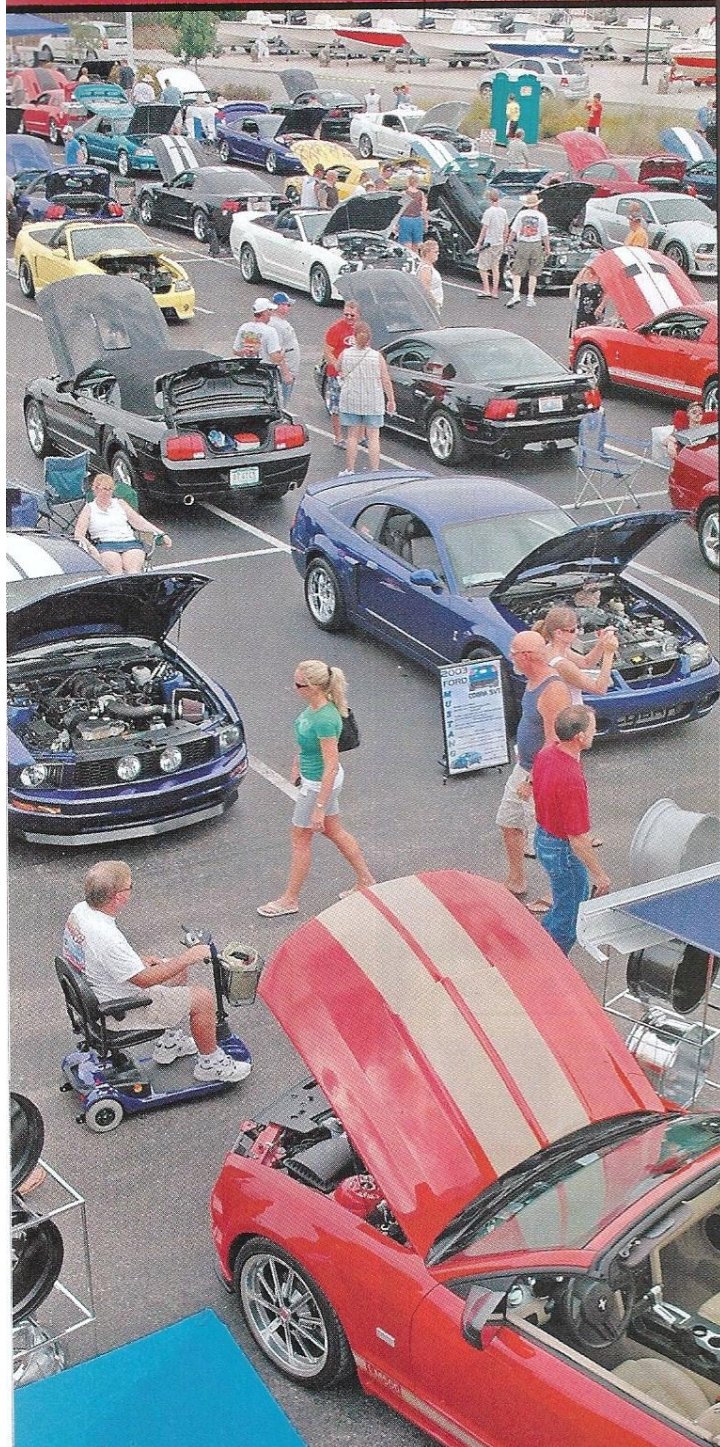
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## ➤ MUSTANG WEEK 2009



TO MAKE IT EVEN BETTER,  
WOULDN'T IT BE NICE IF  
THE WEEK-LONG EVENT  
TOOK PLACE AT A MAJOR  
TOURIST DESTINATION SO  
YOU COULD POTENTIALLY  
TAKE THE ENTIRE FAMILY?



## Welcome to Mustang Week

By Brad Worley, Mustang Week Staff  
Photos courtesy of Al Rogers and Keith Keplinger

Thinking back over the past couple of years, have you really enjoyed your summer vacations? Maybe you were able to get to a couple local car shows, and maybe you were able to get to a larger weekend-long event at a dragstrip. Or maybe you were able to go on one of the larger cruise-style events lasting a day or two. Maybe you were able to get to the beach, or just blast off on a road trip somewhere you've never been.

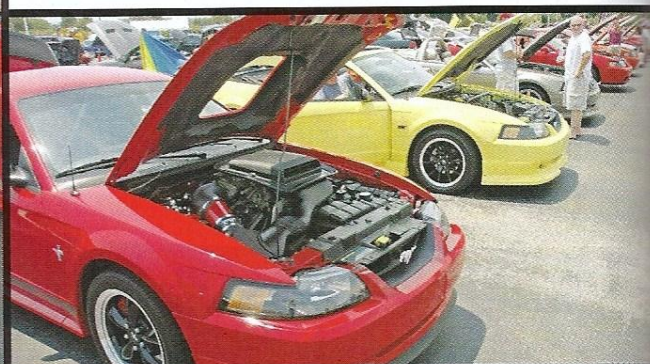
For many years, the problem with most Mustang and SVT events has been that they are centered on a racetrack of some sort, usually located in some remote part of the country. This makes for a narrow vacation with limited activities, both at the planned events and away from the track. The location of most car shows or race-style events is never all that appealing to the whole family, and they tend to stay behind.

What if you were able to go to a single Mustang and SVT event, spanning five days, that provides something for every type of enthusiast? To make it even better, wouldn't it be nice if the week-long event took place at a major tourist destination so you could potentially take the entire family?

There is such an event! And if you've been to Mustang Week in Myrtle Beach, South Carolina, then you already know that such an event takes place every year in July.

Mustang Week began in 2002 as a small cruise-in with roughly 150 cars at Broadway at the Beach and Hard Rock Café in Myrtle Beach, South Carolina. It has grown steadily over the past seven years, and 2009 is sure to be the largest to date. Mustang Week takes the word "vacation" to a whole new level. It's a week-long celebration of the cars we love—the Mustang and SVTs!

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 '09 events end early enough in the evening 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!



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## ➤ MUSTANG WEEK 2009



## Mustang Week Info

By Brad Worley, Mustang Week Staff

Photos courtesy of Al Rogers and Keith Keplinger

### 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'll 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.

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

If it's entertainment you're 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 will enjoy the old-fashioned Family Kingdom amusement park, Myrtle Waves Water Park, and NASCAR Speed Park's go-carting! And if golf is your sport, then there 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!

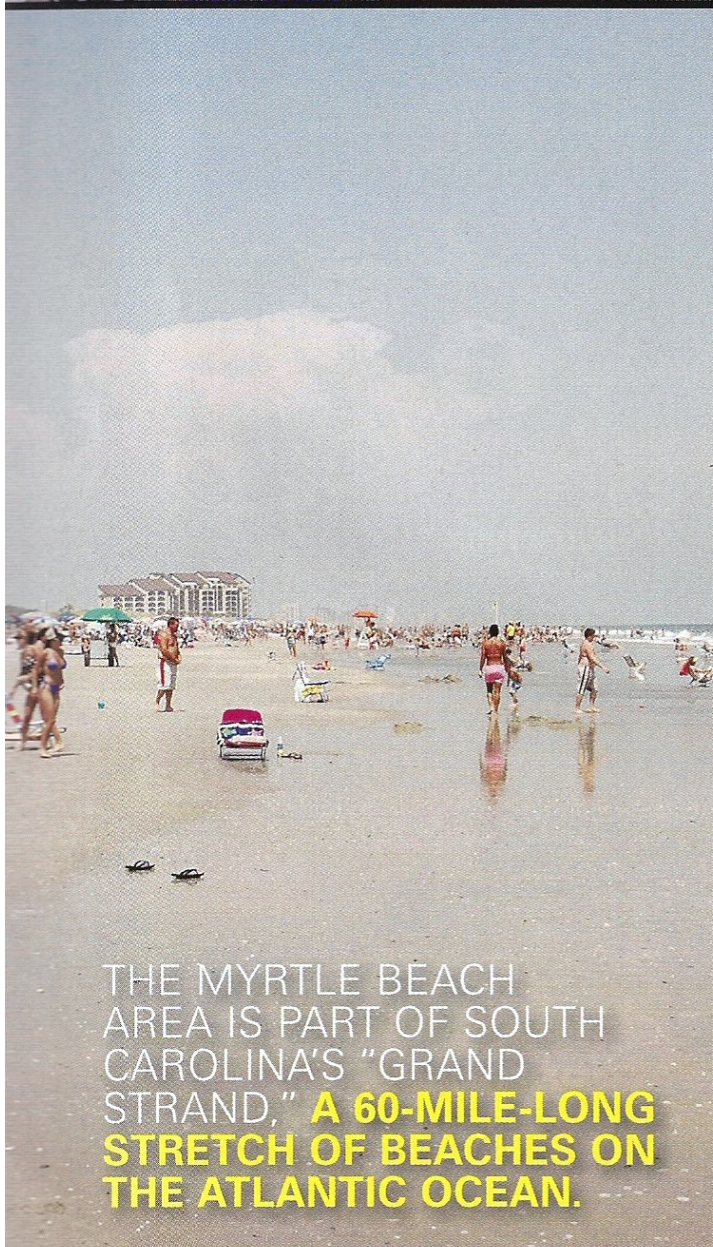
Myrtle Beach offers a variety of choices when deciding where to stay on your visit. There are thousands of motel and hotel choices, countless condo rentals, and several world-class RV campgrounds. You can always find a great place to fit any budget or need in Myrtle Beach.

### 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 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 on Saturday, add extra fun to the week. Information on all of the unofficial events can be found in the message forums on the Mustang Week website ([www.mustangweek.com](http://www.mustangweek.com)).

Also, for only the fourth time in history, the Special Vehicle Team Owners Association is holding a national gathering designed for all Ford SVT owners during the 2009 Mustang Week. Just like during the previous three SVTOA Nationals, Experience IV will feature a car show, a club dinner, and a track event (Mustang Week Drag Night)! The SVTOA also has special prizes and guest appearances planned in addition to all of the other attractions that make Mustang Week one of the biggest and best Ford-based automotive events in the country!

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



THE MYRTLE BEACH AREA IS PART OF SOUTH CAROLINA'S "GRAND STRAND," **A 60-MILE-LONG STRETCH OF BEACHES ON THE ATLANTIC OCEAN.**

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## MUSTANG WEEK 2009

### Mustang Week 2009 Schedule

#### Day 1

Tuesday (July 21, 2009)

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

#### Day 2

Wednesday (July 22, 2009)

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

#### Day 3

Thursday (July 23, 2009)

- Meet at Hooters, 11 a.m.-2 p.m., and cruise to Darlington Drag Strip
- Darlington Drag Night from 4-11 p.m.

#### Day 4

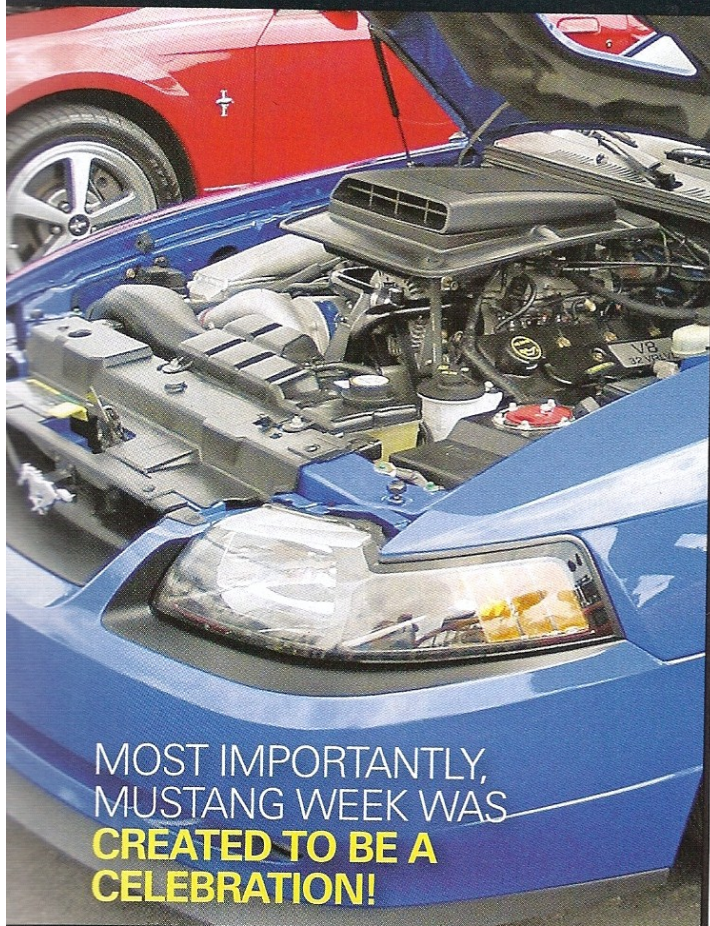
Friday (July 24, 2009)

- 6th Annual Car Show at Myrtle Beach Mall
- Check-in 9 a.m.-11 a.m., Judging 11 a.m.-2 p.m., with awards at 4 p.m.

#### Day 5

Saturday (July 25, 2009)

- East Coast's Largest Mustang and SVT Cruise-In at Myrtle Beach Mall from 1-8 p.m.



MOST IMPORTANTLY,  
MUSTANG WEEK WAS  
**CREATED TO BE A  
CELEBRATION!**



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 it to be a relaxing and laid-back time, without all of the hassles of the typical car show.

Lastly, 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!

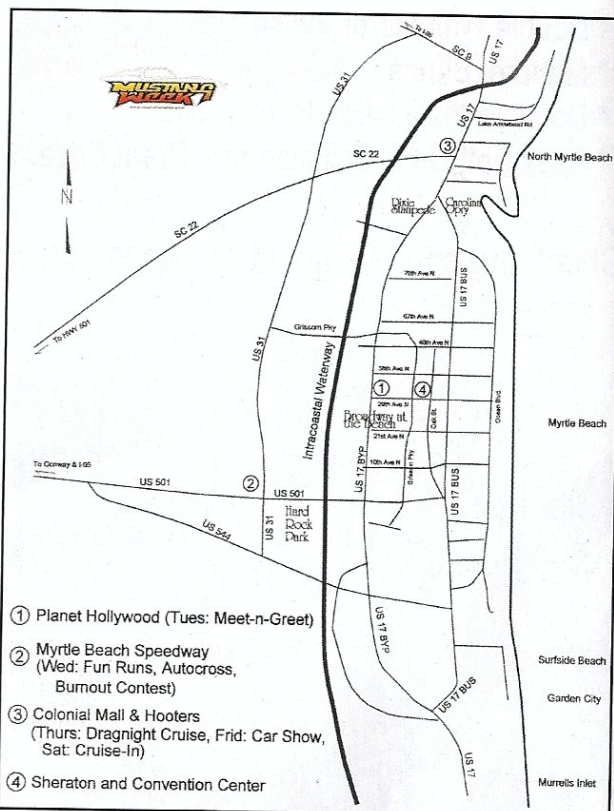
So if you think Mustang Week is the vacation you've been looking for, then head over to the Mustang Week website ([www.mustangweek.com](http://www.mustangweek.com)) for more information. Join the message forums and post any questions you may have about the week. You'll get answers from participants as 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 2009!

#### 2009 Mustang Week Host Hotel

Sheraton Myrtle Beach Convention Center Hotel  
2101 North Oak St.  
Myrtle Beach, SC 29577  
(843) 918-5015  
[www.sheraton.com/myrtlebeach](http://www.sheraton.com/myrtlebeach)

#### CONTACT INFORMATION

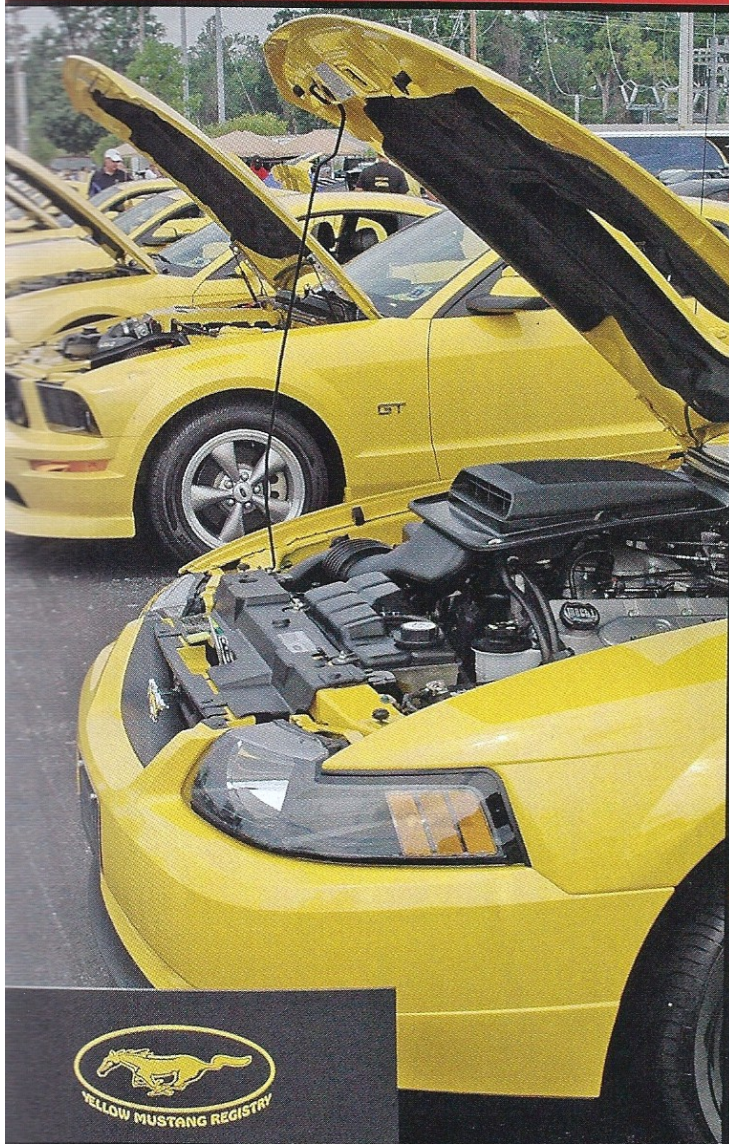
Extreme Productions Inc.  
P.O. Box 2611  
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(910) 894-3592 or Mike Clay at (434) 250-6490  
[www.mustangweek.com](http://www.mustangweek.com)



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## » MUSTANG WEEK 2009



## Mustang Week: Day 1

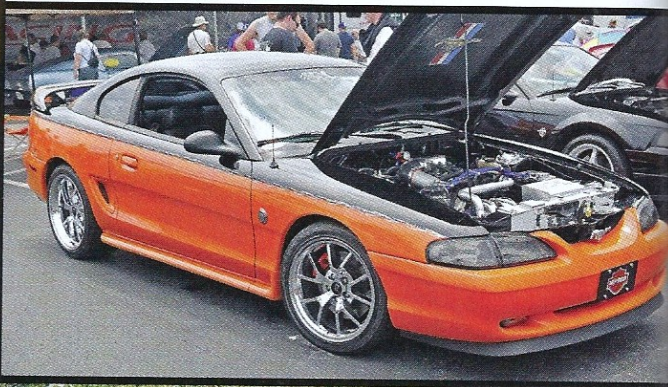
Meet 'n' Greet  
Tuesday, July 21, 2009

By Brad Worley, Mustang Week Staff  
Photos courtesy of Al Rogers and Keith Keplinger

We start the week with a bang on Tuesday at the Planet Hollywood Meet 'n' Greet. Located at the intersection of U.S. 17 Bypass and 29th Avenue, Planet Hollywood is across from the Broadway at the Beach shopping and dining area. The event is scheduled to run from 1 to 5 p.m.

The Meet 'n' Greet is a fun, informal gathering to start the week off. The Planet Hollywood and Club Kryptonite staffs reserve their parking lots just for Mustang Week that afternoon. In 2008, over 300 Mustangs and SVTs filled the lot, giving returning attendees the chance to see friends from previous years and newcomers to meet new friends.

If you've never been to Mustang Week, the Meet 'n' Greet will seem like a large event—but it's only a glimpse of the week to come! It's a laidback event. Some folks come straight off the highway to the Meet 'n' Greet 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



THERE IS NO REGISTRATION OR  
COST FOR **ATTENDING THE  
MEET 'N' GREET.**



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# MUSTANG WEEK

at Myrtle Beach, South Carolina

**July 20-26, 2009**

**Don't Miss It!**

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MustangWeek.com**

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# Mustang Week 2009 "Fun List"

Tuesday, July 21 • Planet Hollywood Meet 'n Greet • 1:00pm - 5:00pm

Wednesday, July 22 • Myrtle Beach Circle Track  
Fun Runs, Burn Out Contest and Auto Cross • 3:00pm - 9:00pm

Thursday, July 23 • Meet at Hooters • 12:30pm - 2:30pm  
Cruise to Darlington Drag Strip

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

Friday, July 24 • 6th Annual Car Show at Colonial Mall  
Registration 9:00am - 11:00am • Judging 11:00am - 2:00pm • Awards 4:00pm

Saturday, July 25 • Southeast's Largest Mustang and  
SVT Cruise-In • Colonial Mall • 1:00pm - 8:00pm



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## » MUSTANG WEEK 2009



Beach has to offer. Most participants choose to get there a little early and stay the entire time; some choose to stop by for only an hour or two. The choice is yours!

For first-timers, this is where you first see the major difference between Mustang Week and all 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 the week's first opportunity to get a real feel for the sense of family that has grown over the past seven years. Participants at the Meet 'n' Greet will quickly get the feeling that they are part of something special. This will be the first opportunity to purchase the yearly Mustang Week T-shirt, and raffle tickets as well.

The Mustang Week Staff will be onsite and available to answer any questions about the rest of the week's events. Just look for the Mustang Week tents! Don't forget to pick up an event flyer and map if you are unfamiliar with the area. There is no registration fee or cost for attending the Meet 'n' Greet.

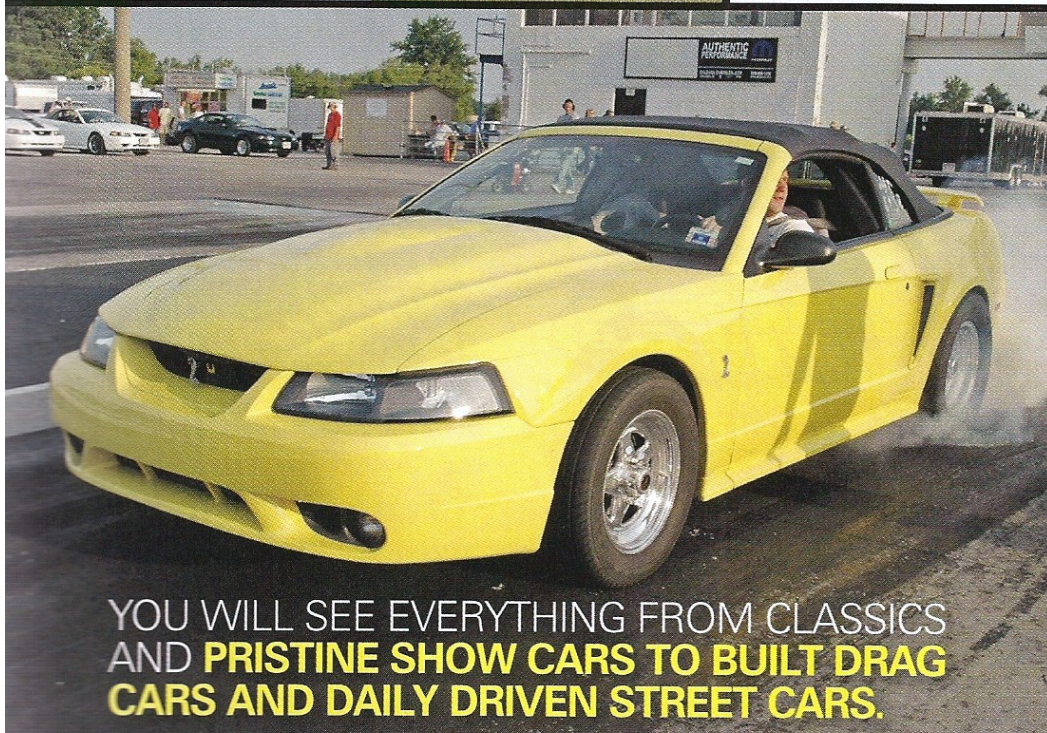
## Mustang Week: Day 2

Autocross  
Wednesday, July 22, 2009

By Brad Worley, Mustang Week Staff  
Photos courtesy of Al Rogers and Keith Keplinger

We head over to the Myrtle Beach Speedway ([www.myrtlebeachspeedway.com](http://www.myrtlebeachspeedway.com)) on Wednesday for some fun-runs and an autocross. The speedway is located just 2 miles west of the waterway bridge on U.S. 501 toward Conway, South Carolina. We included this event for the first time in 2007, and it was a huge success! In 2008, nearly 150 cars participated in the excitement, and we are expecting many more in 2009.

You can come out and watch all the activity as a spectator



YOU WILL SEE EVERYTHING FROM CLASSICS  
AND **PRISTINE SHOW CARS TO BUILT DRAG  
CARS AND DAILY DRIVEN STREET CARS.**



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(\$5 per person) or pay just a little more (\$20) and participate in all the fun. Gates are scheduled to open from 3 until 9 p.m. (Although this may change to allow more track time!)

This is a unique opportunity as the MB Speedway is a NASCAR-sanctioned oval track. Prior to the event, Speedway and MW Staff will layout cones to provide a safe but challenging line around the race-track. Fun-run participants get the chance to go out onto the track one car at a time and take a few laps at their own pace. Staying inside the cones ensures speeds are kept within safe limits. This is an excellent photo and video opportunity, and an absolute thrill 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. Auto-crossing offers drivers the opportunity to test their driving skills on a flat, coned course. It will provide a low-speed chance to push your car's handling capability while testing the driver's skill behind the wheel. Both the fun-runs and autocross provide an excellent opportunity for participants to get a feel for open-track, road course-style events.

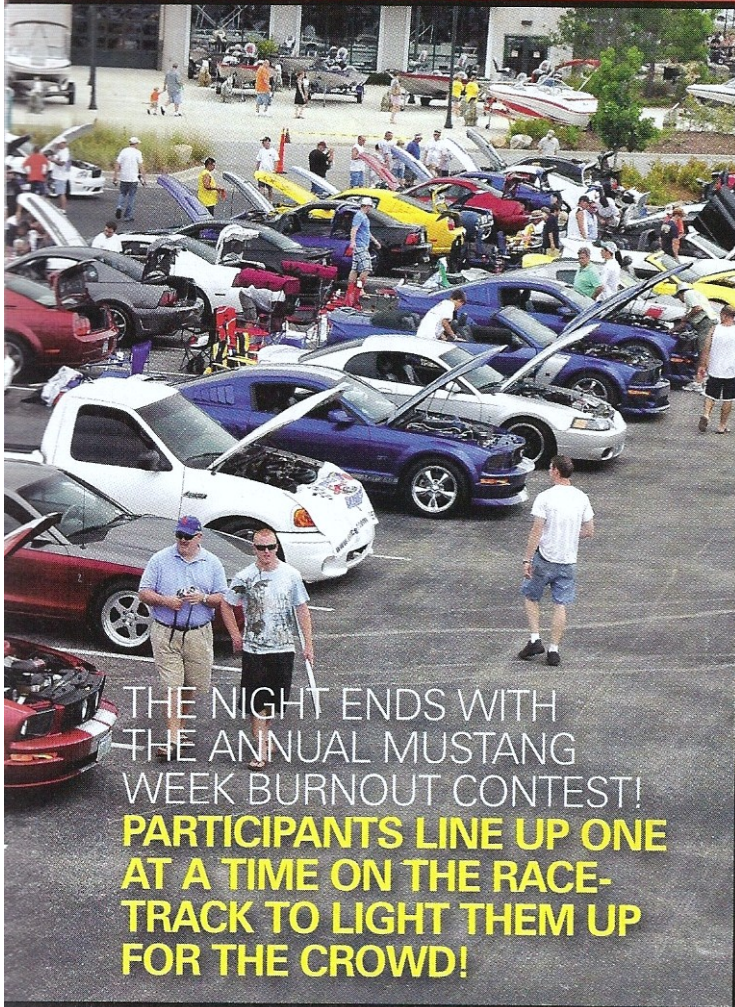
The night ends with the annual Mustang Week Burnout Contest! Participants line up one at a time on the racetrack to light them up for the crowd.

One fee allows you to take part in the autocross, fun-runs, and the burnout contest. Be sure to watch the Mustang Week website ([www.mustangweek.com](http://www.mustangweek.com)) for details on this event.





## » MUSTANG WEEK 2009



THE NIGHT ENDS WITH  
THE ANNUAL MUSTANG  
WEEK BURNOUT CONTEST!  
**PARTICIPANTS LINE UP ONE  
AT A TIME ON THE RACE-  
TRACK TO LIGHT THEM UP  
FOR THE CROWD!**

### Mustang Week: Day 3

Drag Racing  
Thursday, July 23, 2009

By Brad Worley, Mustang Week Staff

Photos courtesy of Al Rogers and Keith Keplinger

Thursday we make the trek back to Darlington Dragway (<http://darlingtondragway.com>) for the annual Mustang Week Drag Night! The Dragway is an IHRA-sanctioned track and is located



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just west of Darlington, South Carolina, at 2056 East Bobo Newsome Highway in Hartsville, S.C., 29550. Gates will be open from 3 to 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 the driver the opportunity to try out their car and their skill on the quarter-mile for fun.

In 2008, we added the Mustang Week Dragnight Shootout and it was a great success. Participation is optional for the Shootout, and it will take place in between test 'n' tune runs. There will be an additional \$10 fee to participate in the Shootout.

The '09 Shootout classes are Street Car (naturally aspirated), Street Car (power-adder), Weekend Warrior, and All-Out. The Street Car classes are intended for those cars that can be daily driven, have valid/current registration and tags, run on DOT-approved tires that can be driven on the highway, use pump gas, and have proof of current insurance. This class includes a 30-minute cruise around the countryside prior to the first round of racing. The Weekend Warrior class is intended for those cars that can be driven on the highway, but are typically trailered to events and may or may not have valid registration and tags. The Weekend Warrior class may run pump gas or race fuel. The All-Out class is intended for individual and shop-owned cars that typically compete in a class such as an Outlaw class or something similar.

All cars and drivers are expected to use the safety gear

required by Darlington International Dragway ([www.darlington-dragway.com](http://www.darlington-dragway.com)). The Shootout should provide the spectators with some really close heads-up racing excitement! Several Mustang Week sponsors and vendors, including Pro-Dyno [call (704) 651-3807 to schedule dyno time] will be set up at the Drag Night, as well.

Of course, getting to Dragnight 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 U.S. 17 and S.C. 22. Soon after lunch we will 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 hand out directions to the Dragway and answer any questions you may have. 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 Mustangs and SVTs draw the attention of local law enforcement agencies, so please obey all traffic laws and have a safe trip to and from the dragstrip!







IN 2008, 140 TROPHIES WERE AWARDED, **SO GOOD LUCK!**

## Mustang Week: Day 4

Car Show  
Friday, July 24, 2009

By Brad Worley, Mustang Week Staff  
Photos courtesy of Al Rogers and Keith Keplinger

On Friday it's time to clean up your ride as the 6th Annual Mustang Week Car Show takes over Myrtle Beach Mall at the intersection of U.S. 17 and S.C. 22. The '08 show brought a sell-out crowd of 550 show cars and just over 4,000 spectators, and the '09 Car Show will fill up quickly—the '08 show sold out prior to the start of Mustang Week—so pre-register as soon as it's open.

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 show on the East Coast. Spectators and participants will have the chance to see everything from mild to wild and classic Ponies to late-models just off the lot!

Cars and trucks will be judged bases 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 the tires. We will not judge convertible tops or side glass since they are optioned to be down during the judging period. We will not judge trunks. The people who win at the Mustang Week Car Show take cleaning seriously and it shows. The staff understands that you are not at home with all of your normal cleaning products and procedures. However, each year folks drive a long way to Mustang Week and still manage to get their cars *really* clean!

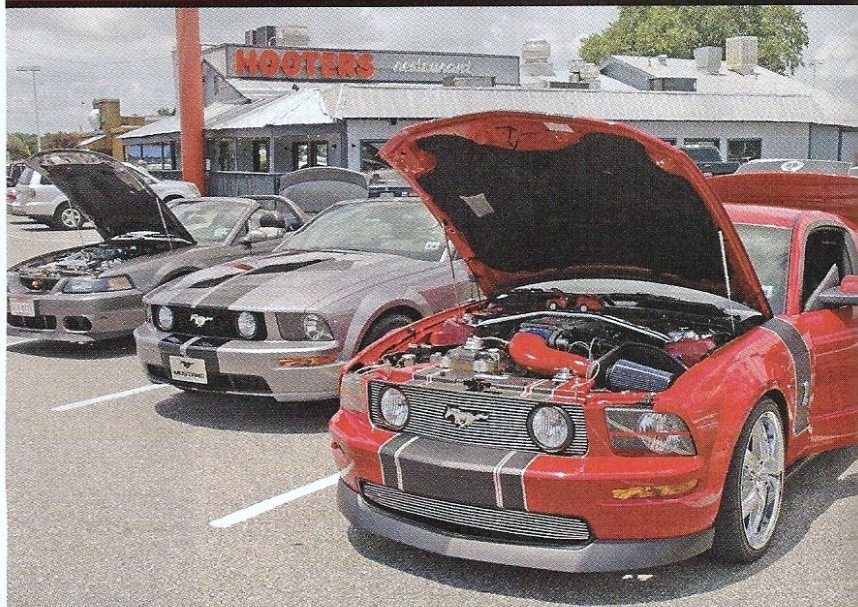
In 2008, 140 trophies were awarded, so good luck! For those



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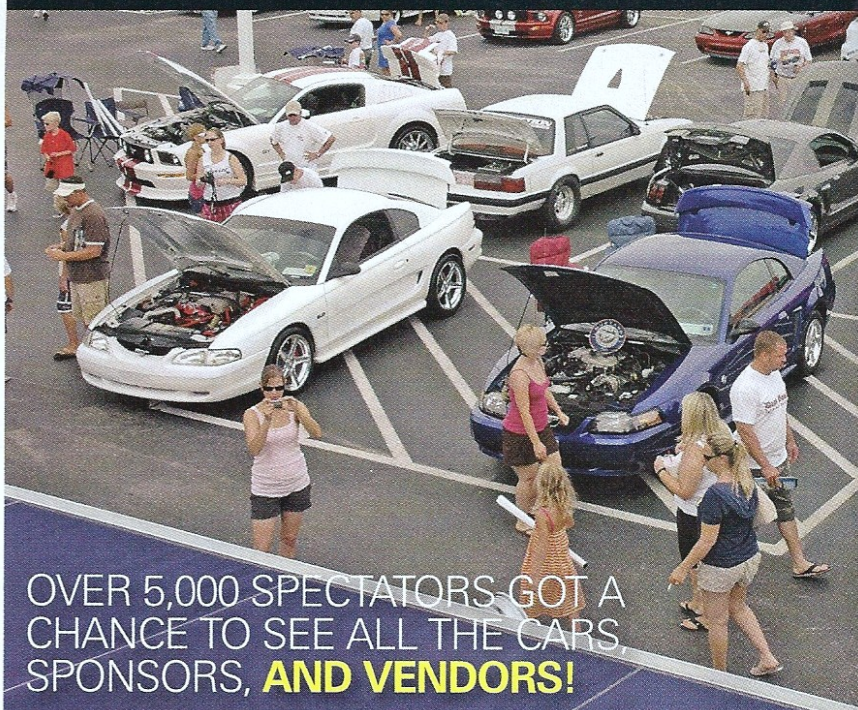
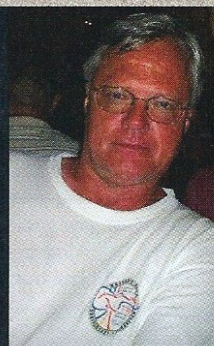


### William Edward "Bill" Jones

On Sunday, February 8, 2009, the Mustang Week staff lost one of its own. At 3:15 p.m. that day, William Edward "Bill" Jones Jr., 58, died from complications after having had a major stroke just a couple of weeks earlier.

Bill graduated from North Carolina State University with a degree in engineering and spent his career as an industrial engineer, managing textile- manufacturing plants and factories. He was an avid Mustang enthusiast. He put forward a great deal of time and effort serving as one of the five Mustang Week Staff members. He was also a Regional Mustang Club of America director, having played an important role in the organization of the Mustangs of Burlington. Bill was always the staff member that kept the rest of us grounded, and without knowing it, he served as a role model for us all. He had a wealth of knowledge when it came to the Mustang and its history. His presence in the Mustang community will be missed.

In addition to his mother, Bill is survived by his wife, Pat Jones; two daughters, Courtney Jones and Laura Jones; three sisters; one grandchild, Breckin Carter; one nephew, and three nieces.



OVER 5,000 SPECTATORS GOT A CHANCE TO SEE ALL THE CARS, SPONSORS, **AND VENDORS!**

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## Mustang Week: Day 5

Saturday, July 25, 2009

By **Brad Worley, Mustang Week Staff**  
Photos courtesy of **Al Rogers** and **Keith Keplinger**

The week-long fun ends on Saturday 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 1-8 p.m. The sheer volume of Mustangs and SVTs at the Cruise-In never ceases to amaze participants and spectators. In 2008, attendance at the Mustang Week Cruise-In on Saturday was larger than ever before. Approximately 1,700 Mustangs and SVTs packed the show field and surrounding parking lots! It would take the entire afternoon to walk around and see everything!

Saturday could not have been more exciting—but Steve Saleen was on hand with BASF to sign autographs and meet the masses! BASF unveiled the Chip Foose Signature Colors for the first time to the general public. And to cap things off, Saleen Inc. unveiled its new Racecraft brand. Over 5,000 spectators got a chance to see all

the cars, sponsors, and vendors!

It goes without saying that the '09 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. Near the end of the evening, we will give away the incredible raffle prizes that we will have sold tickets for all week long. Hundreds will gather around for the chance to win!

