Public Relations
ENGINEERING AND RESEARCH STAFF
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The Mustang, Ford Motor Company's new experimental sports car, represents more than a new look in American-made automobiles. It reflects a new look in engineering and styling at Ford.

The Mustang is the result of the combined efforts of H. L. Misch, vice-president, engineering and research staff, and Gene Bordinat, vice-president and director of styling.

The men have a lot more in common than the Mustang, however. Both are young and relatively new in their present positions in the automotive industry. Misch is 44 and was named to head the Engineering Staff in February of this year. Bordinat is 42, and has been in charge of Styling since June of last year. Both are natives of northeastern Ohio -- Misch from Sandusky and Bordinat from Toledo.

The educational careers of both took sharp turns in the early stages. Misch started studies aimed at a physics degree, switched to engineering and received his degree from the University of Michigan. Bordinat studied art at Cranbrook School in Bloomfield Hills, Michigan, and then entered the University of Michigan to study designing. In 1939 he took a "summer job" with the General Motors styling operation and became so absorbed in the field that he never returned to college.

Each has broad experience in his field and now that they have responsibilities which require increased administrative duties, they take great satisfaction from the progress of younger men whom they encourage, men who create cars such as the Mustang.

Misch has said that automotive engineering is a matter of teamwork in which each step is weighed and graded carefully before being accepted. He describes liaison between engineering and other departments as a "game of ping pong" in which ideas and thoughts are tossed back and forth in an effort to obtain the best results.

The Mustang is the result of such a "ping pong game." Explained Misch, "We know the sports car field is growing. Americans are taking more personal interest in their cars. They want personal cars they can feel and enjoy driving. Our advanced engineering group wanted to obtain more experience in this field, so the Mustang project was given the go-ahead.

"They developed several new engineering features, aiming for a car which would be equally at home on a city street or a race course. We think they achieved their goal."

Bordinat said the Advanced Studio, where the Mustang was styled, turns out scores of auto designs in three dimensions each year, exploring many sizes and types of vehicles.

"When Engineering Staff representatives talked with us regarding an experimental sports car, we were able to supply ready-made sketches and a full-size plan view of such a vehicle," Bordinat said.

"Even so, our advanced stylists have not often had the chance to fully execute a design like the Mustang. Their enthusiasm for this car can be illustrated by the fact that the clay model was completed in a fraction of the normal time required."

The natural question being brought up by the Mustang is, "Will there be more?"

Says Misch, "Our advanced groups are charged with keeping abreast of and developing new concepts which might well find their way into future product programs. The Mustang will prove out many such engineering and styling features. But there are always new ideas to explore."