

1965 FORD Mustang Fastback- Robert Emerson

Written by Double Dragon

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The Mustang was introduced April 17, 1964 as a 1965 model year car. The instant explosion in popularity created record sales for Ford. The Mustang could be ordered as a bare bones economy car but even in that state it was a great looking car with standard full size hubcaps, bucket seats, and 3 spoke sporty steering wheel.

On August 17, 1964 the Mustang got even better with the introduction of the 2 + 2 fastback model which looked like it was going 100 MPH even when parked. The fastback inspired even more sales, although it never approached the tsunami of sales the regular hardtop coupe posted. For the 1965 model year 409,260 coupes were built, 73,112 convertibles and 77,079 fastbacks. One of the things about the standard Mustang coupe which created such universal appeal was that it offered sporty looks without any sacrifice in initial cost or utility- for a compact car it offered decent interior space and good driver visibility.

The person who bought the fastback usually had a stronger dedication to performance and was willing to pay more for the fastback body which in bare bones form cost \$2,589.00 versus \$2,372.00 for a basic coupe. The fastback also weighed more at 2,515 pounds in base form versus 2,465 pounds for the coupe. The larger rear glass plus more metal in the trailing roof lines added the weight. This was perfectly acceptable to the performance buyer because all the extra weight was placed over the rear wheels which aided traction. The fastback owner also had

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to deal with restricted rear vision and marginal rear headroom. Rear seating was of minimal concern to the performance buyer because he was typically a young male with either no kids or very young kids.

Two brothers from a town named Liberty in Casey County, Kentucky fit the profile of the typical Mustang Fastback customer. They were both young males who loved high performance cars. The brothers each bought a 1965 Mustang fastback at the same time. Robert Emerson was a 20 year old male with a young son when he bought a Silversmoke Gray car from a dealership in Russell Springs, Kentucky. Bobby's brother Melvin Emerson bought a green car at the dealership in Liberty Kentucky. Robert and another of his brothers poses with his Mustang in the photo below.



In the photo above note that Bobby's Mustang has now acquired some mags and larger rear tires. Bobby is on the right in the white shirt. To his left stands another of his brothers, Rick.

Although he was living in Liberty, Kentucky, Bobby ordered his Mustang from a nearby dealership in the town of Russell Springs, Kentucky. After all these years he can't remember the dealer name. He does recall that there was someone there by the name of Lewis Jones. Unfortunately that is all he remembers about the sale other than the date the car was picked up. It was easy to remember the delivery date because Bobby picked up his new Mustang on his son Robert's 3rd birthday March 10, 1965.

Bobby's Silversmoke Gray 1965 Mustang fastback was ordered with a 289 engine with 4 barrel carburetor and 4 speed manual transmission. He specified a black interior. Bobby's brother Melvin Emerson bought the same fastback model of 1965 Mustang but his car was green.

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Robert Emerson provides a summary of his Mustang:

My 1965 Ford Mustang Fastback is a very special car. It is a true classic and a real beauty. It is a car that I have loved since the day I first saw it. It is a car that I have driven for many years and it has been a real joy. It is a car that I have always wanted and it is a car that I have always loved. It is a car that I have always wanted and it is a car that I have always loved.



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