

# Ford Mustang Most Popular Sports Car, Again!

Global demand for the new 2018 Ford Mustang has driven Mustang to its third straight year as the best-selling sports coupe in the world.

Global Mustang registrations in 2017 totalled 125,809 cars, according to Ford analysis of the most recent new light vehicle registration data from IHS Markit. This data – compiled from government and other sources and capturing 95 per cent of global new vehicle volumes in more than 80 countries – puts Mustang ahead of all other sports coupe competitors worldwide.

“The world is falling in love with Mustang,” says Erich Merkle, Ford sales analyst. “Mustang represents the best of American design, performance and freedom, with an unmistakable personality that’s appeals – regardless of your post code.”

Of the nearly 126,000 vehicles registered worldwide, Ford reported 81,866 of those were registered in the United States where Mustang is manufactured, meaning just over one-third of all Mustang



registrations are occurring in export markets.

Ford sold 13,100 Mustangs in Europe last year according to the company’s own data,\* and outsold the Porsche 911 in 13 European markets, including the U.K. and Spain. The leading five European markets for Mustang sales in 2017 were Germany (5,742), the U.K. (2,211), France (942),

Belgium (900), and Sweden (512). Demand also remains particularly strong in China, where Mustang was the best-selling sports coupe last year based on 7,125 registrations.

Since global exports began in 2015, through December 2017, Ford has sold 418,000 Mustangs around the world. The most popular configuration worldwide is

the Mustang GT with the 5.0-litre V8. Ford has sold 35,000 Mustangs in Europe since 2015 through March 2018,\* and later this year introduces the new Ford Mustang featuring a more athletic exterior, and an upscale interior with soft-touch materials and 12-inch digital cluster. Enhanced powertrains include Ford’s 450 PS 5.0-litre V8 and 10-speed au-

tomatic transmission for 0-100 km/h (0-62 mph) acceleration in 4.3 seconds, 12.1 l/100 km fuel efficiency and 270 g/km CO2.\*\*

Advanced driving technologies include MagneRide® adjustable suspension, selectable Drive Modes and a new Active Valve Performance Exhaust that delivers an innovative Good Neighbour Mode for early-morning or late-night driving.

New driver assistance technologies include Pre-Collision Assist with Pedestrian Detection and Lane Keeping Aid.

In addition, a special edition Ford Mustang Bullitt celebrating the famous film’s 50th anniversary begins production in June.

Available in Shadow Black or classic Dark Highland Green, Mustang Bullitt is powered by an updated 5.0-litre V8 engine that will deliver an anticipated 464 PS and 529 Nm of torque.

New rev-matching technology will deliver smooth, seamless gear-changes accompanied by a sporty V8 “blip” during six-speed manual transmission downshifts.

# Kids Show Their Vision Of The Future In Toyota Competition

If Canadian kids have their way, your future car will clean our environment as you drive. It will fly across oceans. And it will double as a search and rescue vehicle ... and a mobile art studio. These are some of the visions presented by the young Canadian winners of Toyota’s Dream Car Art Contest.

The designs by the nine youth from across the country – three in each age category – will go on to represent Canada as they compete against entrants from over 80 countries in the international Toyota Dream Car Art Contest. In August 2018, 30 global finalists will receive a trip to Japan for the awards ceremony.

A panel of distinguished Canadian judges assessed hundreds of entries from kids and youth

across Canada. Judges on this year’s Canadian panel included:

- Larry Hutchinson, President & CEO, Toyota Canada Inc.
- Genevieve Godbout, Canadian Children’s Book Illustrator
- Camille Forget, Artistic Director, DentsuBos
- Buzz Bishop – Journalist, Broadcaster and Dad Blogger, CyberBuzz Media

Here’s what the judges had to say about the 2018 Toyota Dream Car Art Contest submissions:

Genevieve Godbout: “These children’s artworks were so moving and charming. I was absolutely blown away by the amount of talent, but also by their ideas of what could be a brighter future. I saw a great range of creative proposals and some were incredibly unique.”

Camille Forget- “I am blown away by the drawings that were submitted. I thought I would be seeing a lot of monster trucks and glittery princess cars, and instead I found cars that clean our oceans, shelter the homeless, plant trees, etc. Young minds crafting elaborate mechanisms based on sustainability and recycling. A lot of imagination fueling the way towards a colourful, better future. And a copious amount of sunshine and rainbows.”

Buzz Bishop - “If the kids who entered this contest have their way, the vehicle of the future will be autonomous and run on empathy. So many entries focused on ways to give back. From solving deforestation to healthy eating habits, to pollution, so many kids were looking for ways to make

the future better. And we’d better get used to an automated future. If the adults can’t wrap their heads around the idea, they’d better soon, because the kids are all over it. I loved the bright, colourful and creative ideas brought forward by these kids - all looking to make the world a better place through transportation.”

The 2018 Canadian finalists:

Age Category 1 (under 8 years old) - “My Winter Car” by Juan Miguel Gallermo (Age 5, Scarborough ON)

“The Mighty Toy Hospital” by Aidan Lau (Age 7, Markham ON)

“Magic Cake Car” by Hansen Wang (Age 7, Richmond Hill ON)

Age Category 2 (8-11 years old) - “Watertopia” by Fiona Chen (Age 9, Vancouver BC)

“Live Green” by Olivia Yuan (Age 10, Delta BC)

“Personal Travelling Car” by Liana Dong (Age 9, Markham ON)

Age Category 3 (12-15 years old)- C.A.R.P. (Come And Rescue People)” by Shijia Han (Age 13, Vancouver BC)

“The Savior of Life” by Yu Xuan Deng (Age 14, Vancouver BC)

“Mobile Art Studio” by Zhiyu Chen (Age 14, Vancouver BC)

In last year’s contest, two Canadian kids were selected as global finalists from amongst nearly a million entries from around the world. In August 2017, the two young Canadians were awarded with gold and silver medals at the international awards ceremony in Japan.

## LOADED WITH INNOVATION TO MAKE YOUR LIFE EASIER

2018 ESCAPE

2018 EXPLORER

### INCREDIBLE SPRING SALE!

#### BRAND NEW 2018 F150 XLT SUPERCAB

V6, 6 Speed auto, A/C, P/W, P/L, Remote entry, Power tailgate lock, Fog lamps aluminum wheels, SYNC with 911 assist



SALE PRICE	BFT CREDIT	DIXIE'S SPECIAL CASH PURCHASE
\$28,799 <sup>+HST</sup>	-\$1,250	\$27,693 <sup>+HST</sup>
Freight & Air tax included		Freight & Air tax included

#### BRAND NEW 2018 F150 XLT CREWCAB 4X4

V6, A/C, P/W, P/L, Remote entry, 6 Speed auto, Aluminum wheels, Fog lamps, Power tailgate lock, SYNC



SALE PRICE	BFT CREDIT	DIXIE'S SPECIAL CASH PURCHASE
\$33,499 <sup>+HST</sup>	-\$1,250	\$32,393 <sup>+HST</sup>
Freight & Air tax included		Freight & Air tax included

#### BRAND NEW 2018 F150 XLT CREWCAB 4X4 302 PACKAGE

2.7l EcoBoost, Navigation, 20" all terrain tires, Sport package, SYNC3, Remote start, Dual power seats, Trailer tow package, Reverse sensing/camera, Power sliding rear window & much, much more



SALE PRICE	BFT CREDIT	DIXIE'S SPECIAL CASH PURCHASE
\$42,105 <sup>+HST</sup>	-\$1,250	\$40,999 <sup>+HST</sup>
Freight & Air tax included		Freight & Air tax included

The offers are valid only until 28<sup>th</sup> of April 2018. Licensing extra

# DIXIE FORD

WWW.DIXIEFORD.COM

# 905-629-1300

5495 DIXIE ROAD, MISSISSAUGA, ON L4W 1E6.