

**MUSTANG**

**OWNER'S**

**MUSEUM**

Opening Announcement April 16, 2017

# Mustang Owner's Museum

New larger location

21 Carpenter Ct. NW Concord, NC 28027

The new location is one mile north of Charlotte Motor Speedway, Hwy. 29 and Carpenter Ct. in the Carpenter Industrial Park at the corner of Carpenter Ct. and Dearborn Place.

Due to the road and sidewalk requirements on the Pitt School Rd. location, the Mustang Owner's Museum moved to this location to provide a larger building and more parking.

# Mustang Owner's Museum



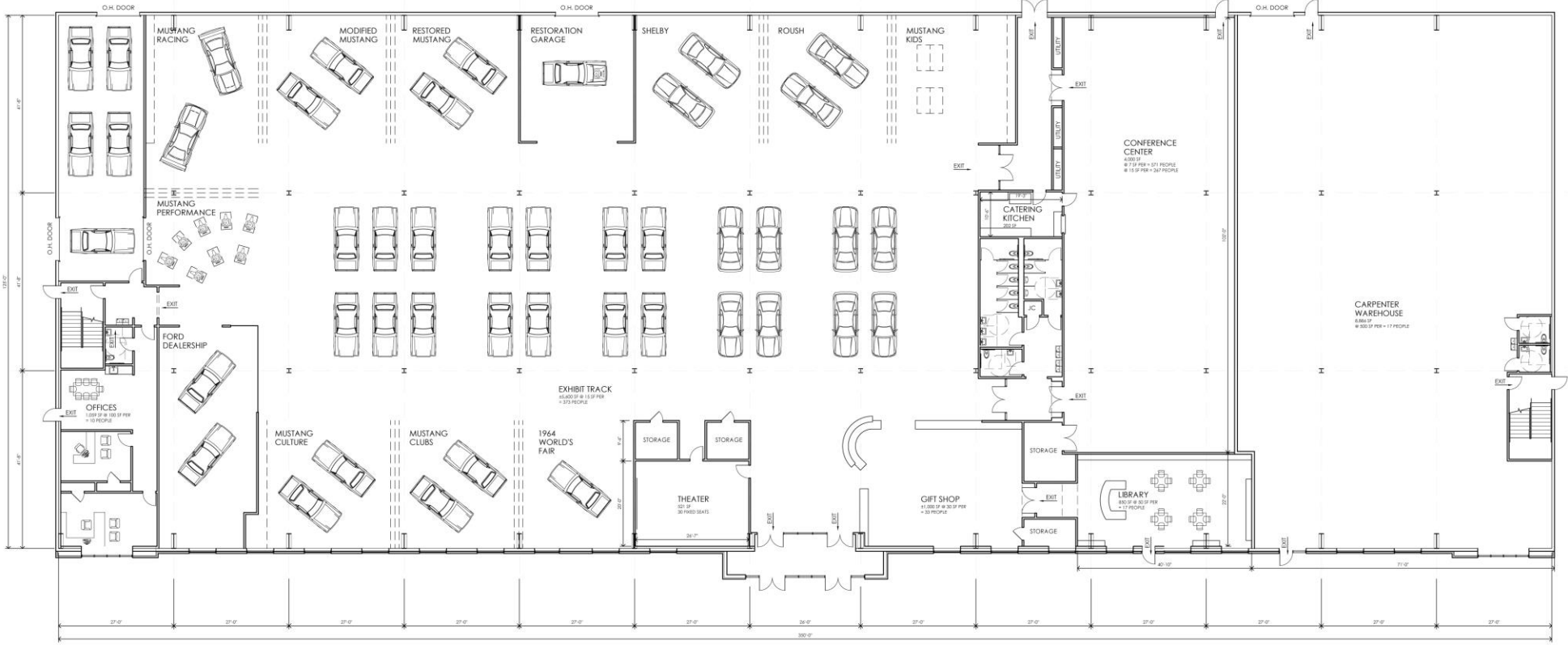


# Mustang Owner's Museum

# Mustang Owner's Museum

- The Museum is a new two story building. The first floor is the Mustang Owner's Museum display area. The second floor is for storage and possible future expansion.
- The foot print of the building is 300' long by 120' deep for a total of 42,500 sq. ft. per floor. (That is the equivalent of two football fields next to each other.)
- With additional parking across the street for 500 vehicles, and an overflow parking area 300 feet east of the building, the Museum has plenty of parking for car events.
- The Carpenter Ford Museum, just around the corner, will now be open during Mustang Owner's Museum events.

# Mustang Owner's Museum-Interior Layout



# Mustang Owner's Museum

- The Museum interior will display the following exhibits:
- Theater (Introduction to the Museum)
- 1964 NY Worlds Fair
- Mustang Clubs
- Mustang Culture
- Mustang Dealership
- Mustang Performance
- Mustang Racing
- Modified Mustangs
- Restored Mustangs
- Barn Find Mustang
- Shelby/Roush
- Mustang Kids
- Corporate Hospitality
- Each Mustang Generation will be on Display
- Exhibits and display vehicles will frequently change

**Mustang  
Owner's  
Museum**

**So when is  
this Museum  
going to  
open?**



**Mustang  
Owner's  
Museum**

**Official Grand  
Opening date is  
April 19-22, 2018**

# Mustang Owner's Museum

- Mustang Owner's Museum openings will consist of three events on April 12-22, 2018:
  - Member Reveal April 12-15, 2018
  - National Mustang Day Festival April 17, 2018
  - Grand Opening April 19-22, 2018
- Due to occupancy limitations, we can only accommodate 600 guests in the Museum at one time.
- By creating separate events we hope to prevent the guests from waiting in line to visit the Museum. All registered guests will have multiple options to visit the Museum during these Opening events.

# Mustang Owner's Museum

## Museum Member Reveal

- April 12-15, 2018
- This Reveal is for Museum Members only, prior to the public Grand Opening.
- Events planned for the Member Reveal:
  - Thursday Night Welcome Party
  - Open track at Charlotte Motor Speedway
  - Friday Night Hall of Fame Induction Dinner\*
  - Saturday Night Reveal Banquet\*
- Members will need to register and reserve times to visit the Museum during the Member Reveal
- \*Museum hours reserved for Members attending evening functions

# Mustang Owner's Museum

## National Mustang Day Festival

- April 17, 2018 (Tuesday)
- Media Day from 7AM-12PM
- The Museum will be open from 1-4PM to anyone registering for either opening events.
- Cruise to Kannapolis, NC to celebrate National Mustang Day at 4PM
- Live music and food 4:30-8PM

# Mustang Owner's Museum

## Mustang Owner's Museum Grand Opening

April 19-22, 2018

Thursday Night Welcome Party at the Cabarrus  
Brewing Company

Friday Open Track at Charlotte Motor Speedway

Friday Night - Celebrity Night at the Museum

Saturday Night Banquet with industry guest  
speakers\*

- Guests will need to register and reserve times to visit the Museum during the Grand Opening
- \*Museum hours reserved for Guests attending evening functions

# Mustang Owner's Museum

## Mustang Owner's Museum Grand Opening

Looking for more details?

Visit [www.mustangownersmuseum.com](http://www.mustangownersmuseum.com) for more information or to register for the Grand Opening.

As mentioned, by registering early you can secure the dates and times to visit the Museum.

# Mustang Owner's Museum

## Future Plans for the Mustang Owner's Museum

Mustang Club Car Shows

Ford Club Car Shows

Reunion Mustang Events

Cars and Coffee

Museum Members Choice

Mother's Day Special

# Mustang Owner's Museum

## Upcoming Event

October 17, 2018

50<sup>th</sup> Anniversary of the release of the movie  
Bullitt

Contacting interested parties to bring both  
Bullitt #1 & #2 to the Museum.

The goal will be to create a once in a lifetime  
Bullitt event, including viewing Bullitt on the  
large digital screen inside the Charlotte Motor  
Speedway.

**PLEASE NOTE THIS IS NOT CONFIRMED.**