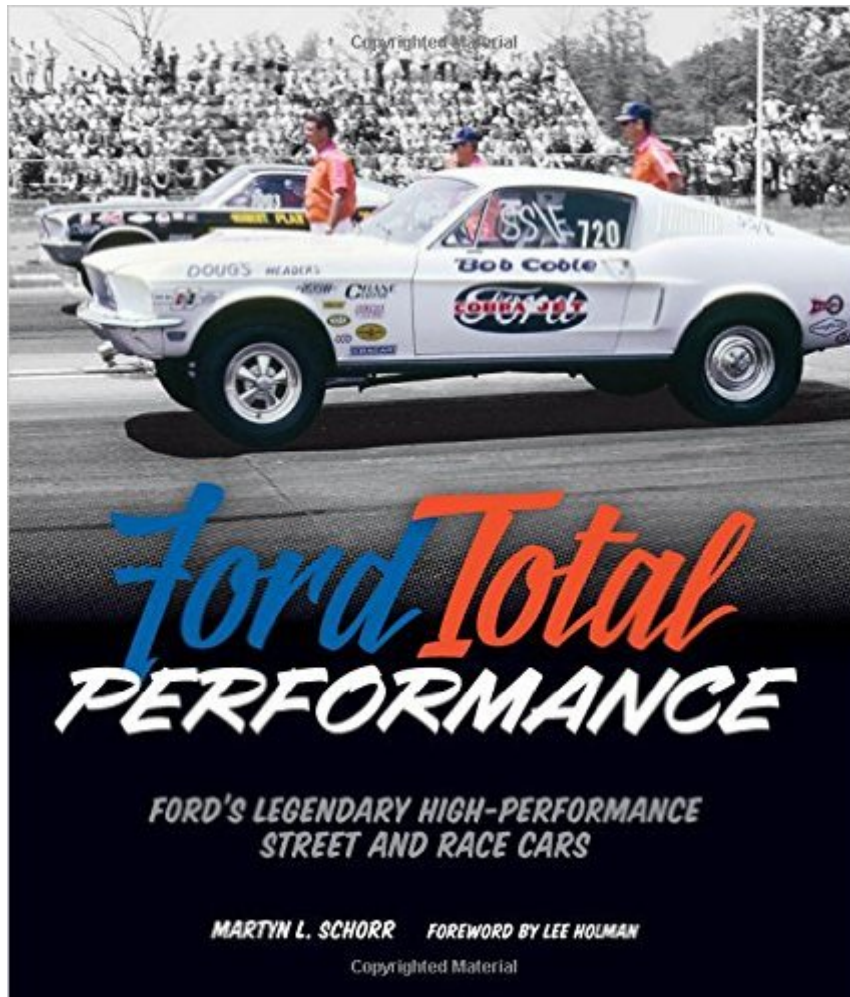


The book was found

# Ford Total Performance: Ford's Legendary High-Performance Street And Race Cars



## Synopsis

Follow Ford's leap into the 1960s and the performance era--on the streets and on the track! In the early 1960s, Ford Motor Company underwent a dramatic change in corporate philosophy. Previously, under Ford's young chairman, Henry Ford II ("the Deuce") safety, not performance, was the goal. But by 1962, even the chairman realized his philosophy needed to change. Ford was nearly invisible to car-crazy baby boomers. Lee Iacocca convinced Ford that he needed to act decisively or risk losing the emerging youth market to the competition. Thus began Ford's "Total Performance" program. Ford Total Performance is all about Ford's prime racing era from 1961 through 1971. In addition to purpose-built race cars, it also covers production performance cars, specialty models, and unique concepts such as lightweight drag race cars. The book explores the 427 Fairlane Thunderbolt; Mercury Comet; unique V-8 Falcons that competed in the 1963 and 1964 Monte Carlo Rallies; Dick Brannan's 427 A/FX drag car; Ford Indy 500 winning race cars; 427 Overhead Cam SOHC 427 engines as used in A/FX and fuel race cars; Boss 302 and 429 Mustangs for street, drag racing, and Trans-Am; and many more. The Ford-Ferrari war that led to the creation of the legendary GT40 Le Mans race cars isn't forgotten. Featuring unpublished period photographs, plus photos and artwork from Ford designers, Ford Total Performance covers all of Ford's classic race and street cars, including Cobras and Shelby Mustangs. It's a must-have book for any fan of classic American performance cars!

## Book Information

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[Automotive > History](#) #234 in [Books > Engineering & Transportation > Transportation > History](#)

## Customer Reviews

While this book has all the appearance of a coffee table book, i.e. great pictures; it is far more than

that. This is a serious, insightful and well researched look into the racing history of the Ford Motor Company. The photos are a delightful supplement to an engaging and informative text. Plus, the author, through his own involvement has included personal anecdotes to Ford racing lore. It is a great read and a must for automotive history buffs.

Ford Total Performance: Ford's Legendary High-Performance Street and Race Cars is highly recommended reading for Gearheads, specifically of the Ford Variety. I am far from being a Blue Oval Fan now that that is out of the way. The book is by Martyn L. Schorr who has done many great books on various topics and marques from Chevrolet to Oldsmobile to Buick to Dodge/Plymouth/Chrysler(Mopar) and Ford. I have several of his work such as the Buick GNX Book(1987, small factory hardcover/softcover like material, black.) And Motion Performance another beauty, these are just some of his great titles. The Ford Total Performance book(2015, Motorbooks, Hardcover) follows up on the efforts of the Blue Oval or The Ford Motor Company(Mercury, Lincoln, Ford.) From Early Model A/Model T Hot Rod Roots, Flatheads to The V8 and Lincoln V8 as well as the Y-Block. Great period photography and regardless of your brand loyalty it is a very enjoyable read. Very interesting topic and I am definitely re-reading and referring to it again.

I do not recommend this book. It is not a well-researched book. While this book has many photos and a lot of information, it has much too many omissions and errors. For example, the man who prepped the Indy cars for Ford in 1935 was Harry Miller, not Henry Miller, the Starliner was introduced in 1960, not 1961, and the author does not even mention the 1960 360 horsepower 352, Ford's first factory high performance engine since 1957, the first volley in Ford's Total Performance activities, and the predecessor to the 1961 high performance 390. One would think that a book titled "Ford Total Performance" would cover the first volley in Ford's Total Performance activities in 1960. Rather than a well-researched book, the author seems to have gathered some facts off the internet to compile a book, along with some personal anecdotes, and has made many errors and omissions in the process. I would return the book, except I had already marked corrections in the book prior to realizing the quantity of and severity of the errors and omissions. Given the quantity of and severity of the errors and omissions in the book, I do not recommend it.

I found the book was as good as advertised. I am primarily interested in the drag racing history, but the information on sports car racing and the development of the Cobra and Shelby Mustangs held

my interest too.

EXCELLENT READING, COVERS FORD IN THE 60'S

Fun book if you grew up in a Ford family. Lots of information I did not know and never would have!

Good book !! guess I expected something on the legendary Bob gliddien

Wrong years listed on cars in the pictures and not as much in depth history on engines and car platforms and what they did to make them more competitive, almost like it was written by a non motorhead.

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