

The 7-Up Edition Ford Mustang

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Did Ford Make a 7 Up Edition Mustang in 1990? When someone refers to a 7 Up Edition Mustang, they're most likely talking about the limited-edition 1990 model convertible Mustangs originally intended to be part of a [1990 Mustang](#) giveaway contest presented by [7 Up Bottling Company](#). When the contest fell through at the last minute, Ford decided to offer the cars up as a limited-edition production model.

While they weren't officially 25th Anniversary Edition Mustangs, many collectors view the cars as such, given their limited model-year status.

The Mustangs, all 4,103 of them, were produced as LX models with [5.0L](#) V8 engines under their hoods, producing around 225 horsepower. Trademark features of the [7 Up](#) cars included a Deep Emerald Green Clearcoat Metallic paint job, white leather interior seats, turbine wheels, luggage rack, and a white convertible top.

1990 Limited Edition 7 Up Mustang Features (Special Edition Package 562)

- Deep Emerald Green Clearcoat Metallic Exterior (Code PA)
- Deep Emerald Green Clearcoat Metallic Color-keyed Components:
 - Fascia and bodyside moldings
 - Dual outside mirrors
 - White Convertible Top
 - White Leather Articulated Sports Seats
 - White Interior Components:
 - Instrument panel padding and registers
 - Glove box door
 - Vinyl door trim panel inserts
 - Console
 - Armrest padding
 - 15-inch GT Aluminum Wheels
- Special Value Package 245A (Speed Control, Electronic AM/FM Radio with Cassette Player and Clock, Premium Sound System, Manual Air Conditioning)

Initially, only 30 of the cars were created, each to be given away to the National Collegiate Athletic Association (NCAA) basketball fan that could sink a basketball into the net from half court distance.

The contest was to take place during the NCAA Finals the week of April 21, 1990. When the deal fell through, Ford ordered up the additional cars. Each car had an MSRP of around \$19,878.

According to official records, the breakout of the 1990 7 Up Mustangs are as follows:

- 2,743 Automatic Overdrive Models
- 1,360 Five-Speed Manual Transmission Models
- 4,103 Total Limited-Edition 1990 7 Up Mustangs

No doubt, the 7 Up Edition Mustangs are still popular with collectors. They even make headlines from time-to-time, like the one that was [stolen](#) from its owner in Colorado Springs back in January of 2013.

For more information regarding the 7 Up Mustangs, you can visit the [7 Up Mustang registry](#).