



AMY ROH/Tribune

A 1969 Shelby Mustang 350 owned by Robert Miller of Byers, Colo., is checked in by Priscilla Andrews for the Mustang Roundup at Motorsport Park Hastings Thursday.

## Electrifying: Electric Mustang part of MPH event

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an engineer their part is going on a Mustang they understand what the customer emotionally wants and what value performance they want out of the vehicle, and it changes the perspective on what they deliver. It's been good. It's been really good for customers."

The Mach E goes on sale at the end of this year.

It has sequential turning lights, flashing from the inside of the lighting panel to outside — just like the Mustang car.

The Mach E Soderquist was driving went

0-60 mph in less than five seconds. He said the top GT model can do that in 3.5 seconds.

While there have been millions of miles put on test Mach E vehicles already in the Detroit area, not many people have experienced a long-distance trip.

This was the first time a Mach E was in Nebraska, he said.

"That's why I thought this was a good opportunity for me to go through that experience and get it out here for people who would appreciate seeing it," Soderquist said.

Mustang Roundup provides Ford repre-

sentatives like Soderquist an opportunity to receive feedback from customers as well as give Mustang enthusiasts the inside scoop on what to expect from upcoming Ford performance vehicles.

He chatted with Mustang Roundup participants Thursday afternoon as they registered for the weekend-long event at the MPH clubhouse.

"It's really important to us that we spend time with the customer," he said.

In addition to Nebraska, Mustang Roundup drew participants from Minnesota,

Iowa, South Dakota, Colorado, Texas, Kansas, Wyoming and Missouri.

Spectators are encouraged to attend Mustang Roundup, which has an entrance fee. A full schedule of activities is available at [racemph.com](http://racemph.com).

Whether it was at a charging station or on the highway, Soderquist said, the Mach E drew a lot of attention.

"People immediately see the horse and they're like 'That's that new electric Mustang,'" he said of the Mustang logo. "Every time I stopped to charge, people would swarm and come ask questions. It really is pretty cool."