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[Pink pony: 1964 Playmate and her new Mustang](https://www.classicdriver.com/en/article/cars/pink-pony-1964-playmate-and-her-new-mustang)

Lead

The year 1964 was memorable for many reasons, two of which are shown in this picture from Playboy magazine...

As we mention elsewhere, 1964 saw the debut of not only the super-important Ford GT concept, but also the marque's all-conquering Mustang. Meanwhile, 19-year-old Donna Marie was crowned Playmate of the Year – and became the first recipient of a 'Playmate Car' for her efforts. Coinciding with the launch of the Mustang, Donna was given a 1964.5 model painted in the later-popular 'Playmate Pink', as well as \$100,000 cash and a host of other presents. This tradition has continued right up to the present day, and no one can accuse Hef of losing enthusiasm for the idea: 2009 Playmate Ida Ljungqvist was the lucky recipient of a red Mazda saloon.

Gallery

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