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1968 marked the start of a limited edition, regional Mustangs. The GT/CS or California Special was a marketing tool by Southern California Ford dealers to perk up somewhat sluggish sales. The car that inspired the California Special was a '67 Shelby Prototype coupe. The coupe-only GT/CS relied heavily on Shelby styling cues—a fact that has caused uninformed viewers to brand them as Shelby coupes. The California Special is by far the best known first generation special edition or regional edition Mustang.

The 1968 GT/CS California Special equipment included the Shelby deck lid and spoiler extensions, sequential taillights, side scoops, GT/CS side and deck stripes, fender emblems, blacked out grille with fog lamps, hood pins, and styled steel GT wheels without the GT emblems. The GT/CS could be had with any '68 Mustang engine including the 200 inch six, 289 V-8, 302 V-8, 390 V-8 and 428 V-8. Obviously, the big-block California Specials are the most desirable.

An odd fact about the California Special Mustangs is that approximately 1100 of the 4325 total were sold outside California. They were sold in District Sales Offices from Texas and Kansas to the west coast. They were sold as far north as Vancouver and Calgary British Columbia. 🐎

