Tinder Users ‘Swipe Right’ for Blind Dates in a Mustang

• Ford Mustang blind date engages more than 1.5 million people on Tinder app

• Special profile page promised those taking part “date you’ve been waiting for”

• Watch five lucky couples get to know each other through questions about “belfies” and tattoos

London, Jan. 5, 2017 – Cupid had his work cut out as five lucky couples enjoyed blind dates in a Mustang – after more than 1.5 million users interacted with the car on the Tinder app.

The couples were matched up after swiping right on a profile that said: “It’s the date you’ve been waiting for – Ford Mustang wants to take you on a blind date like no other”. They then hit the road in London for a date that ended up at a retro drive-in movie for two. Getting to know each other on the way, couples were quizzed by TV comedy star Jarred Christmas on everything from “belfies” to secret tattoos to help break the ice.

Did they find true love? Watch the video to find out: https://www.youtube.com/watch?v=55uCGbEDbT8

“It’s got to be a good start to show up for a date in a Ford Mustang. It’s an iconic car with a built-in ability to turn heads” said Jim Farley, executive vice president and president, Europe Middle East and Africa, Ford Motor Company.

“The Mustang forever changed the way that people think about American sports cars. Tinder has changed the way that people meet. It made sense for us to work together and spark some new connections,” said Derek Callow, vice president international, Tinder.