

Shelby

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It was November of 1969; my friend and I were driving to Daytona for the SCCA Run-Offs. During one of our pit stops I purchased an issue of *Road & Track*, as I paged through the magazine I came upon Editor James Crow's column entitled, "A Legend Says Goodbye." Carroll Shelby was calling it quits! As a 1966 GT350 owner, I was saddened to learn that Shelby Automotive would not be preparing Mustangs for the 1970 SCCA Trans-Am Series and that Shelby had asked Ford Motor Company to cease production of the Shelby GT350 and GT500.

After graduating from college, completing a tour of duty with the Marine Corps, and now in graduate school, I figured soon I would be working and ready to purchase a new Shelby whatever. While 6S1305 had been a great, fun car while I was in the service (including three cross country trips) and at school, I knew it would not last forever. I would be ready for the latest performance Mustang from Shelby American. Alas it was not to be. The 1970s became the Dark Ages for performance cars; we formed the Shelby American Automobile Club and drove GT350s, Hi-Po Mustangs, and Cougars from the Total Performance Years of the 1960s.

The magic that was Shelby American never died as people realized just how significant the cars and the people who built and raced them were; people who were wonderfully talented—Chuck Cantwell, SCCA racer and GT350 Program Manager and Lew Spencer, Competition Sales Manager and one of the finest Trans-Am Team Managers the sport has ever seen. We met Peter Brock, one of Shelby's first employees, who designed the GT350 stripe package, the first Shelby American apparel program, and the World Champion Cobra Daytona Coupe; Al Dowd, Shelby's man of many talents; Phil

.... A LEGEND RETURNS

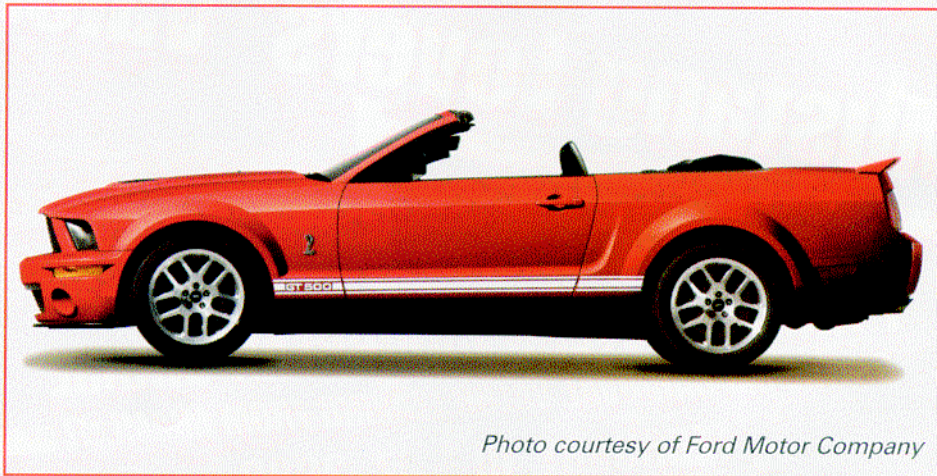


Photo courtesy of Ford Motor Company

Shelby Automobiles introduced the 2008 Shelby GT500 convertible.

Remington, Chief Engineer who could fabricate any part need to make a Cobra, Ford GT or Mustang go faster and win. The list of the talented ones goes on and on. We had lost Jerry Titus, 1965 SCCA B Production Champion, in the Shelby American prepped GT-350, the 1966 and 1967 Trans-Am Champion, in 1970, but his spirit was part of everything we did.

During the early 1980s, the rebirth of the Mustang GT with its 5.0 liter V8 brought hope to legends of Mustang performance enthusiasts. The "Happy Times" continued as the Mustang GT became better and better with the introduction of the SN95 model in 1995 and the New Edge models four years later. The exciting Bullitt and Mach1 Mustangs added well-contented, performance models to the Mustang lineup.

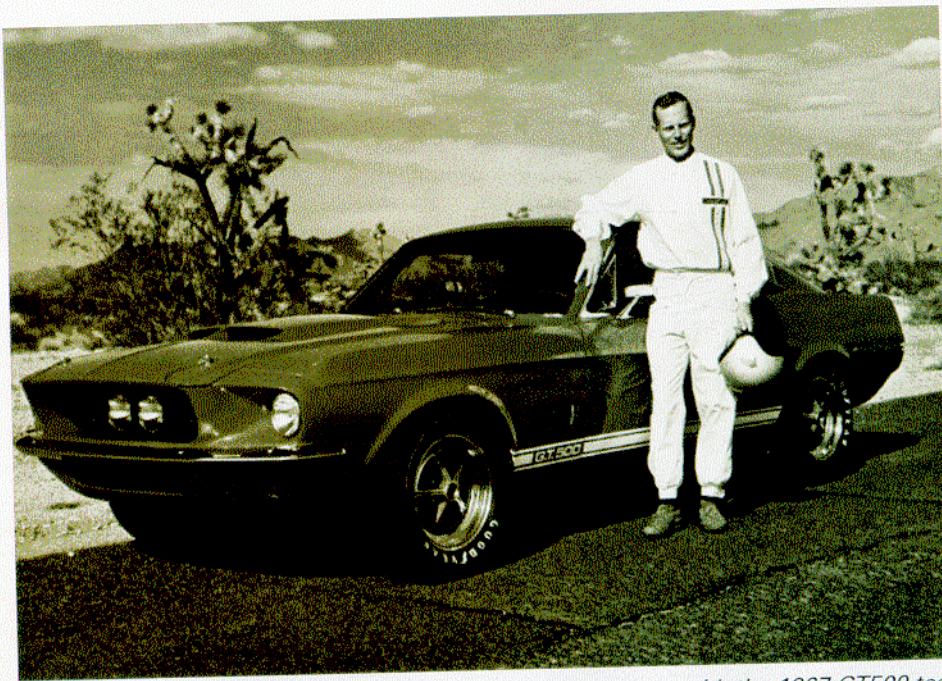


Carroll Shelby stands with two of the 1968 Shelby cars that bear his name.

THE LEGEND RETURNS

With the introduction of the all new Mustang in 2005, sales soared as the new model was an outstanding success. However the Mustang Brand Team was not resting on their laurels. Knowing that Ford Division would launch a new model with heavy advertising and promotional weight, then cut the support substantially the following years (F-Series is an exception), the team came up with a solution. Introduce the top of the line Mustang, the fastest production Mustang ever built and name the car the Shelby GT500. Carroll Shelby was back with a Mustang that lived up to the storied Shelby performance image.

Once one of the country's best-known race drivers, Mr. Shelby became the president of Shelby Automotive, builders of the Shelby Cobra GT350 and GT500 Mustangs. Mr. Shelby's experience in competitive events was reflected in the styling and performance of the Shelby Cobra cars. On the left is the convertible with built-in roll bar and on the right is the fastback. The cars went on public display in Shelby-franchised Ford dealers on January 4, 1968.



Chuck Cantwell, GT350 and GT00 Program Engineer, poses with the 1967 GT500 test car at the Ford Proving Grounds in Yuma, Arizona. The 428 engines were tested on the Ford Test Facility prior to being released for production.

Built at the Mustang assembly plant in Flat Rock, Michigan, the car was a hit from the day it was introduced. Even today dealers still get \$10,000 over sticker. There is a marketing adage, that when you build a car to its image it will sell, the GT500 is proof positive that the Shelby performance image, forged in the crucible of competition in the 1960s, was alive and well in each GT500.

The Mustang Marketing group was just getting warmed up, as being enthusiasts they knew 2006 was the fortieth anniversary of the Shelby GT350H. Shelby American built around 1,000 Hertz Shelbys, the majority in the 1927 Hertz racing team colors, black and gold. Working with Carroll Shelby and the new generation of talented members of the Shelby Automobiles team lead by President, Amy Boylan, Ford Division Mustang Marketing Manager Jim Owens together with his manager Robert Parker, Car Group Marketing Manager, created the 2006 Hertz program. The result was 500 Mustangs were shipped to the Shelby Automotive manufacturing facility in Las Vegas.

There the automobiles were transformed into the Shelby GT H Mustangs. After completion, the Shelbys were shipped to selected



Jerry Titus at speed during the 1967 Sebring 3-Hour Trans-Am race. Sebring marked the racing debut of the Terlingua Racing team. The race also was the first of four 1967 trans-Am victories on the way to the 1967 SCCA Trans-Am Championship.

airport Hertz Rental Car locations.

The program was a complete success with Ford dealers buying up the well used 500 Shelbys and reselling them for high dollar transactions.

Just like he did during the 1960s, Carroll Shelby and Ford did not sit around and wonder what to do next. In January 2007 Shelby Automobiles introduced the Shelby GT; the company also had the Mustang homologated for SCCA T2 Class competition.

Just when the competition thought the dust had settled Ford and Shelby introduced the 2008 GT500KR in the spring of 2007 at the New York Auto Show. Just like they did 40 years ago,

when Carroll Shelby beat General Motors to the punch and introduced the 1968 GT500KR before Chevrolet could announce their Camaro King of The Road, Ford and Shelby stole everyone's thunder in New York City. The lines of enthusiasts wanting to purchase the limited production 2008 Shelby GT500 are now forming at your favorite Ford dealer's store!

This past June, Ford Division and Shelby Automobiles introduced the 2008 Shelby GT convertible at the 33rd Annual Mid-America Ford Performance and Shelby Meet, in Tulsa, OK. The Vista Blue Shelby GT, convertible and coupe, with Silver accent stripes will be available at select Ford dealers in the late summer.

Ever since his Cobras smoked the Corvettes and Ferraris in competition Carroll Shelby has always built cars with lots of horsepower that go fast, handle, stop, and are superbly styled. His 700 horsepower GT500 Super Snake qualifies on all counts! Available later this summer, the Super Snake orders are already pouring into Shelby Automobiles. After one look, it is easy to see why.

The utter despair and sadness of that November morning has turned to pure joy and exaltation, thanks to Mustang Marketing Team, Carroll Shelby and his talented people at Shelby Automobiles. A legend has returned and we are the better for it. What a great time to be a Mustang enthusiast.

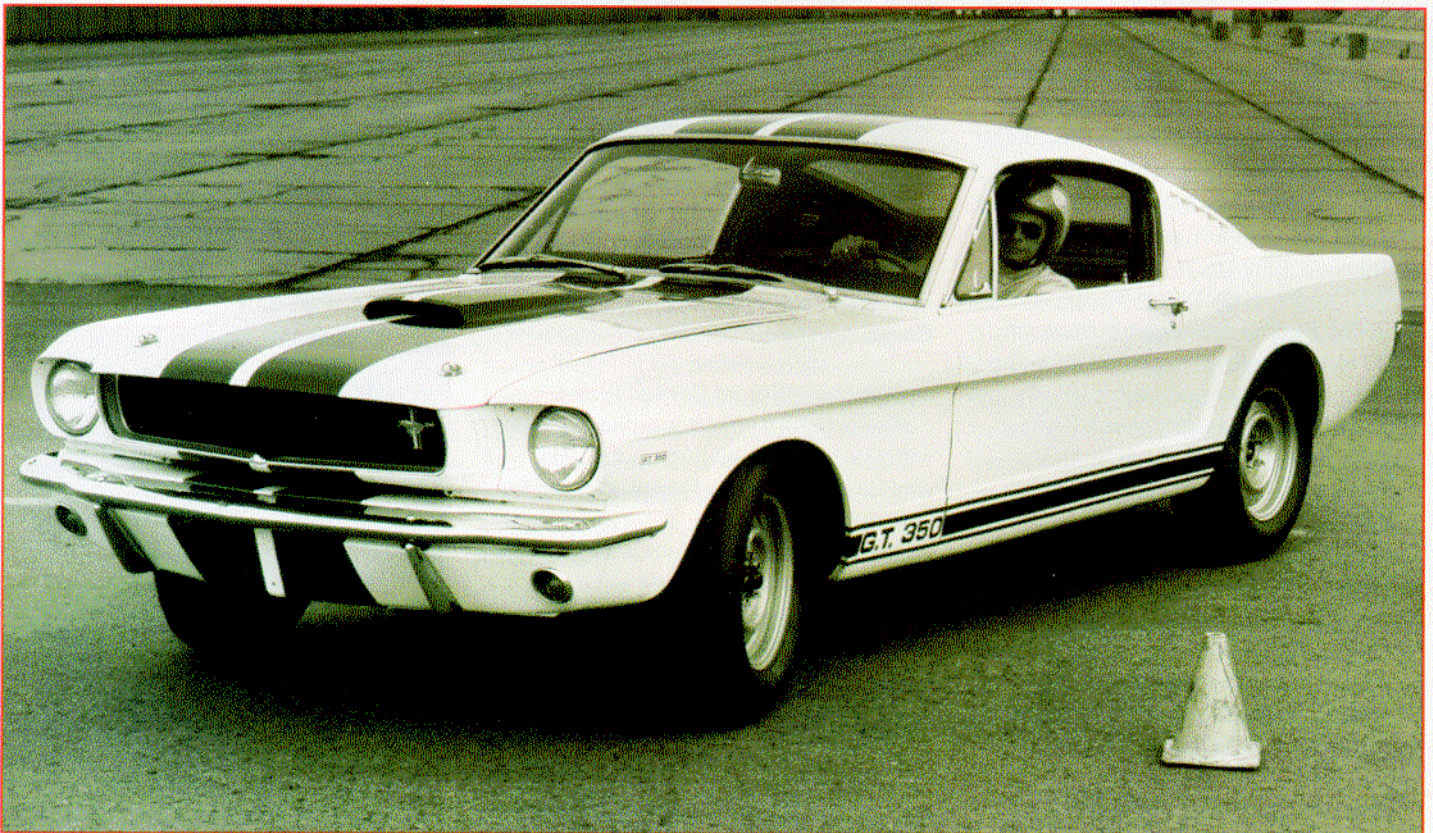


A 1968 Shelby Racing Company strategy meeting prior to the Trans-Am race at Watkins Glen. Lew Spencer (L) Team Manager, Jerry Titus (C), and Carroll Shelby plan for the race. The planning worked as Titus won the race and returned Mustang and Shelby Racing to the Winner's Circle.

Shelby A LEGEND RETURNS



Peter Revson, Shelby Racing Company lead driver for 1969, poses with his Boss 302 prior to the first race at Michigan International Raceway.



Pre-Production 1965 GT-350 at the Shelby American Los Angeles Airport facility. Driving the car is John Timanus, Shelby Driving School Instructor and later SCCA Technical Director. Note the GT-350 decal on the Front Fender that never made it into production.

Shelby A LEGEND RETURNS



The newly introduced GT500KR.



The upcoming Shelby Supersnake which will be at dealers later this year.