

World's Finest Sports and Competition Automobiles

COBRA

SHELBY G.T. 350

FORD G.T.

12/19/66

[Handwritten signature]
70 New Car

Service & Warranty Department
Service Bulletin No. 67-1

December 5, 1966

TO: All Shelby American Dealers
SUBJECT: Pre-Delivery Inspection

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PRECHRE, RD

Gentlemen:

For 1967 an increased effort on behalf of all dealers is recommended to achieve a 100% PRE-DELIVERY INSPECTION on all Shelby American built cars, before they are delivered to the Customers.

This added emphasis cannot be stressed enough, especially with the increased participation of the Federal Government in the control over Automobile Safety.

The delivery of not only a clean car but also a mechanically well prepared car to a retail purchaser is, without doubt, the most important factor of a new car sale. A poorly pre-delivered vehicle will leave unforgettable memories in the Purchaser's mind, and chances of re-selling this customer next time around will be very doubtful indeed.

Experience has shown that many customer complaints originated not only from a poor Pre-Delivery of the new vehicle, but also, and often overlooked, because of insufficient explanation and inadequate demonstration by the dealer from whom the car was purchased. The Salesman must be familiar with our product; its advantages, and unique features.

Each Shelby American GT 350/500 and Cobra is delivered to the dealer with two (2) copies of the dealer Pre-Delivery Inspection Sheet in the Glove Compartment. Additional copies are attached to this bulletin in case a car has been received without the Pre-Delivery Inspection Sheets.

The Ford Motor Company Warranty and Policy Manual, section 5, Pre-Delivery Inspection, applies to the Pre-Delivery of all Shelby American GT 350/500 and Cobra cars.

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Sincere efforts in the Pre-Delivery Inspection of Shelby American GT 350/500 and Cobra cars will result in added Customer confidence, not only in the product, but also in the Service, You the dealer, has given him.

SHELBY AMERICAN, INC.



Harry Neumann
Service & Warranty Manager

HN/hn

Enclosure:
Pre-Delivery
Inspection Sheets

cc. C. Shelby
F. Martin
R. Geddes, Ford Div. FoMoCo
G. Merwin
H. Bracken
J. Beltinck
All Shelby American Field Sales Managers