

C O N F I D E N T I A L

16 January 1967

PRODUCT LETTER # SIM 68-2

TO: E. Bordinat

Action
Information

SUBJECT: STYLING - 1968 SHELBY COBRAS - GT 350 & GT 500

The purpose of this product letter is to request Ford Design Center to proceed at once with the subject program, and, in addition, to provide cost and timing as soon as possible. Following outlines the scope of the program as presently conceived:

I. EXTERIOR

- A. Hood Revised by dividing present large scoop into two smaller scoops while retaining all normal surfaces in order to require minimum changes to existing molds. In addition, consideration should be given to inclusion of the 1967 GT 500 engine ventilation louvres as standard on all vehicles.
- B. Grille New texture and appearance within the existing opening. We suggest investigation of increased usage of bright metal accents either on grille texture or surrounds. While a minimum of change is desired, consideration will be given moving the high beam lights outboard if this is regarded as appropriate.
- C. Lower Back Panel New to accommodate new tail lights and to incorporate an integral can moulded in the fiberglass panel.
- D. Tail Lights New. It is suggested that this change assume incorporation of a released Ford Motor Company tail light for legal reasons. A narrower, less gross tail light appearance is desired.
- E. Brake Scoop New, if required to conform to 1968 Mustang sheet metal contours.
- F. GT Stripes New. Consideration should be given to a unique GT 500 stripe.
- G. Racing Stripes New.
- H. Name Plates, Fender & Desk Appliques & Gas Cap Insert Panel New, with emphasis on Cobra emblem and possible use of soft deep plastic.

SHELBY AMERICAN PRODUCT LETTER

SIN 68-2

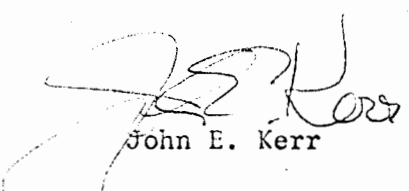
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- I. Deck Lid Consideration should be given to ornamentation or other means of reducing the stark appearance of the flat area below the spoiler and above the lower back panel.

As part of the 1968 product plans, Engineering will be requested to release a model 76 convertible. Styling is, therefore, requested to proceed with the following:

- A. New Deck Lid The same as for the fastback, except suitable to the convertible deck opening.
- B. New Rear Quarter Extension If required to suit model 76 contours. Use of the presently released extension is most desirable.
- C. Unique Built-in Styled Roll Bar Possible adaptable for down top use for skis, surfboards, etc.
- D. Unique molded top boot.
- E. Unique Landau Cover (Similar to 1962 T'Bird)
- F. Unique Vehicle Identification Possibly as a front fender ornament or a unique GT stripe.

The Design Center is requested to prepare renderings or sketches, model, provide masters where required, and transmit in accordance with Ford procedures. We request your best as program timing is of the utmost importance.


John E. Kerr

JEK/lw

cc: R. A. Geddes
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