

Ford Motor Company

FORD DIVISION

Intra-Company Communication

GENERAL OFFICE

August 25, 1967

To: Mr. Henry Ford II

Attached is a press kit covering preliminary information on the 1968 Shelby Cobra GT 350/500. This kit contains sample photographs and technical product information. This is all the information we have at the moment on this new line of vehicles. However, we are in the process of printing literature, specification sheets and owners manuals. As soon as a preliminary set of this promotional material is available I will forward to your attention. In addition, I am requesting sample color photographs and when they arrive I will forward them. The vehicles have not been priced as yet; this should be forthcoming shortly.

You will note we are calling the 1968 GT 350/500 the Shelby Cobra. We are doing this to keep the name Cobra alive until such time as we find a suitable replacement for the original Shelby Cobra two-seater sports car which was the aluminum bodied sports car based on the classic English AC roadster.

I hope the above information will handle your immediate needs.

George F. Merwin
GT & Sports Car