



the Shelby

AMERICAN

**NEW
CAR
ISSUE**



1967 — A YEAR FOR HIGH HOPES!

We at Shelby American hope that everyone in our dealership network at this early date in the '67 model year, has been caught up in the same enthusiasm for our sensational new models that we at the factory have.

Everyone I have spoken with has enthusiastically informed me that we really have a couple of vehicles which are not only beautifully styled but are, in their opinion, the best buy in high performance vehicles in the entire industry.

I can't tell you how proud I am to put my name on the GT 350 and 500 this year. I probably feel like Henry Ford when he realized he had his first "winner," the Model A. But remember you can get my cars in six colors.

You probably realize by now that we are doing many things that we should have done a year or so ago, but you don't build an automobile empire in a year or two.

Our cross-country press and dealer tour was a definite assist in the introduction of the new models. It gave us a

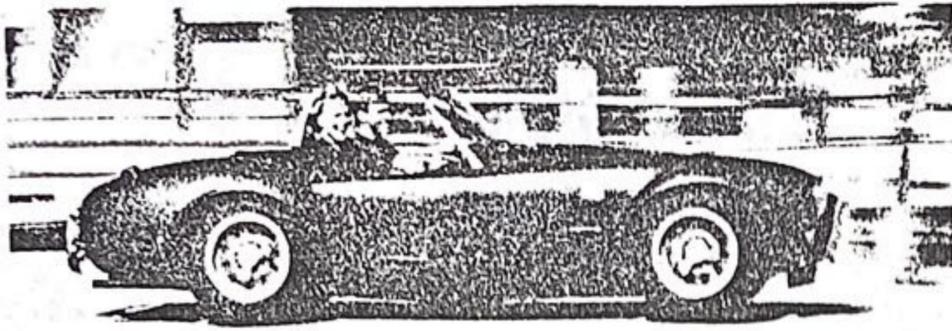
lot more news exposure and afforded me the opportunity to meet the people who are merchandising our products. Our advertising program for vehicles is in full swing and if you have seen the first color ad we ran in Playboy, Sports Illustrated and Esquire, I'm certain you know we're out to help you get your portion of the high performance market.

Also, the ads we have been running in the "Buff" magazines should attract more of the affluent sports car buyers to your showrooms.

This monthly publication is meant to keep our dealers and our marketing organization better informed of all successful promotions and activities regarding sales, service, parts, race activities or any other items we feel will be of interest to you.

(Continued on Page 3)





Acclaimed by many as being the best sports car in the world, the 427 Cobra rivals Pepsi Cola in popularity "for those who think young."

It would be advisable to have as many of these issues in your showroom as the prestige of all Shelby American vehicles can be built by advertising in these leading publications.

The prestige of your dealership is also raised since a national dealer list accompanies every ad—and we doubt if your local competitors are listed in Playboy, Road & Track or these other leading publications.

Our vehicles have also been displayed at the Los Angeles and Detroit Auto Shows, and plans are being completed to enter the Chicago Auto Show, February 4th to 19th and the New York International Show, April 1st to 9th, 1967.

I don't think it's necessary to tell you how costly these shows can be—however, we feel that this exposure is very valuable for our vehicles and sends many potential buyers into your dealerships.

As soon as details are completed we will advise all dealers in each area so they can plan their ads regarding these showings.

If a person is interested in a car, a visit to a car show will often send them into a dealership. But it's necessary to let the public know that our vehicles will be shown and are available in your dealership.

Your Shelby American Field Manager will continue to seek copies of successful ads that dealers have run and we will reproduce these in the advertising section for your inspection.

Our congratulations to Bob Tasca who was featured in a full page spread in the Providence, R.I., paper.

This great article should bring many additional vehicle and parts customers into his successful "High Performance" dealership.

Keep those cards and letters comin' fellas—we need the material.

1967—A YEAR FOR HIGH HOPES! (Cont. from Page 1)

Let me assure you that we are doing everything we can to build a great car and to get it before the entire nation. We believe "The Shelby American" can help in more ways than one. The success of this publication is dependent on you. If you run a promotion that is successful, we would like to hear about it.

So, let us hear from you. Send any item to me personally or forward it to the editor. Good luck for '67 and I'll be writing you again soon.

Carroll Shelby

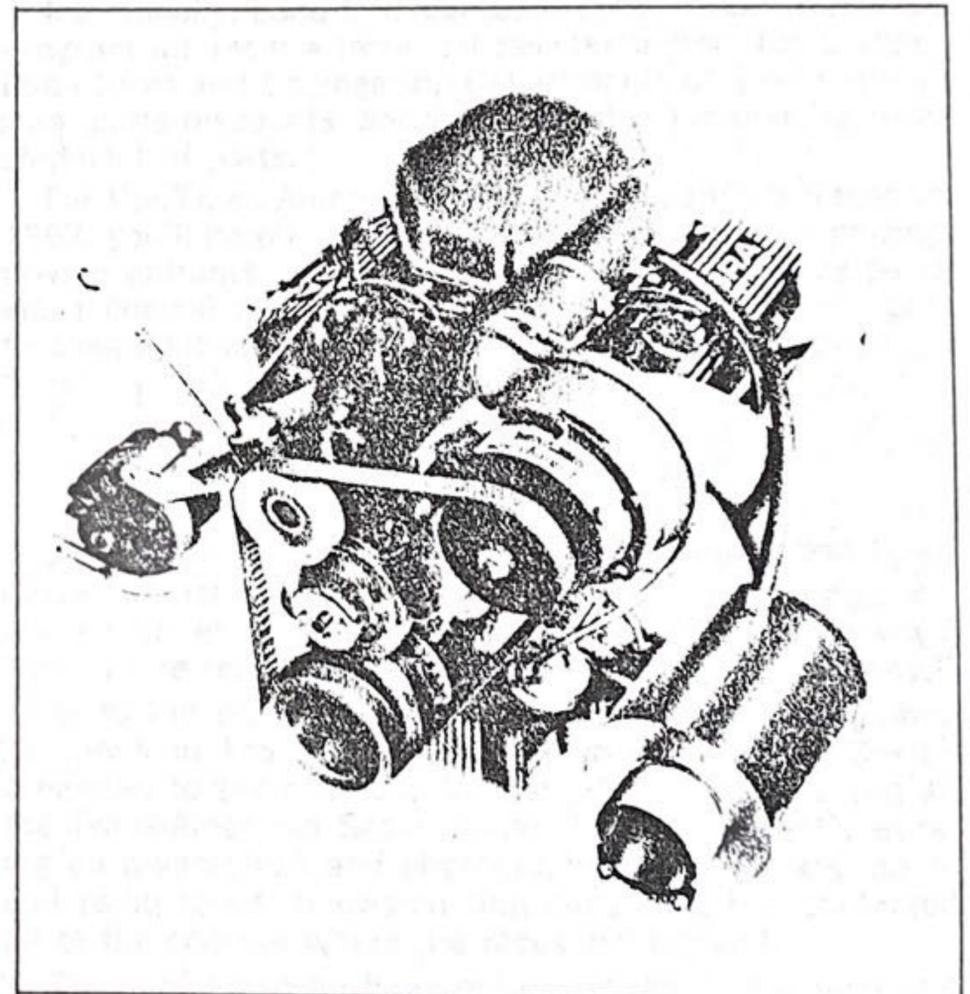


PARTS AND ACCESSORIES

TIM FORAKER

It has been just over three years ago that we first entered the high performance parts market. Since that time we have grown to be the largest manufacturer of high performance parts made exclusively for Fords by Ford experts. We are justly proud of this fact and attribute our success to our very active participation in racing throughout the world. All of our parts have been race tested and proven in competition before being offered to the public.

Our latest addition to our high performance line is the Cobra Supercharger Kit. It is a proven fact that supercharging is the most economical way to increase engine output. The new COBRA SUPERCHARGER KIT, operating at 5 pounds boost, increases horsepower of any 289 C.I.D. Ford engine by 46%. Dynamometer tests on a Ford high performance 289 C.I.D. engine, with 4 throat high riser intake manifold and a Supercharger Kit, produced 388 actual horsepower. An engine using this supercharger idles at 500 rpm and provides excellent operation throughout the entire rpm range.



The New Cobra Supercharger—puts 46% more horsepower in all Ford 260 or 289 CID engines. Also being featured as an original equipment option on the 1967 GT-350.

We offer the COBRA SUPERCHARGER as a factory installed option on the 1967 GT 350. Five hundred installations are being made at the Shelby American facility in Los Angeles.

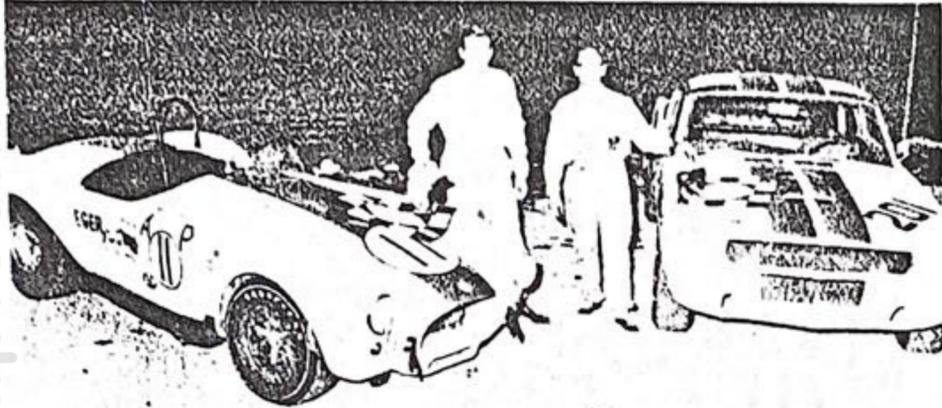
If you wish any additional information regarding the Cobra Supercharger Kit, please write me and I will be most happy to furnish you with free literature.



ON THE RACING SCENE

LEW SPENCER

The 1967 SCCA Road Racing Season is rapidly approaching although most of us just felt that the 1966 season was drawing to a close. SCCA's annual American Road Race of Champions held in November in Riverside, California, produced two national champions in Shelby American products.



Ed Lowther (left) and Walt Hane became national champions in their respective classes in Shelby products at Riverside's annual SCCA's American Road Race of Champions last November.

ED LOWTHER of McMurray, Pennsylvania, driving his Eger Motors sponsored 427 Cobra, ran away with the A Production championship race, and really showed his heels to the Sting Ray's. We'd almost have to say it was no contest as no one was able to get close to flying Ed.

WALT HANE of Maitland, Florida, driving his **JOHNNY BOLTON** Ford sponsored GT-350, won the B Production National Championship title. Walt was leading Don Yenke in his B Production Sting Ray and Ron Dykes in his B Production Sunbeam Tiger about halfway through the race when Dan Gerber, our dealer in Fremont, Michigan, collided with a retaining wall at start-finish line and caused the race to be stopped.

On the re-start of the race, which was handled in a single file method, all drivers were notified by the officials to maintain their positions until they were beyond the start-finish line. This was brought about due to the large amount of cement dust necessary to be dumped on the course to absorb the oil in the start-finish area from the Gerber accident.

Don Yenke disobeyed instructions and passed before the start-finish line and received the black flag many times, all of which he ignored. Walt Hane made no attempt to pass Don Yenke, as he knew he had been disqualified.

The race ended with Walt Hane winning B Production and Ron Dykes in the Ford powered Sunbeam Tiger finishing second.

Yenke was suspended six months for ignoring the black flag repeatedly.

Our Mustang Group 2 Sedans did not fare as well. Bill Pendelton of Eugene, Oregon finished second to Ron Grable in a Dodge Dart. It was just one of those days, the Darts weren't going that fast, in fact they didn't go as fast as the Mustangs at Riverside in the Trans-American Sedan Championship.

We shouldn't be too unhappy though, since the Mustang Group 2 Sedans did win the 1966 Trans-American Sedan Championship title against the factory sponsored Dodge Dart and Plymouth Barracuda teams.

All in all, the Mustang sedans had a great first season.

I'm sure most of you were familiar with the 1966 Race Assistance Program and will agree that it could be termed a great success. The new Race Assistance Program has been released for 1967, and it looks even better than it was in the past. Vehicles eligible for participation in the 1967 program are as follows:

1. A Production—427 Cobra and GT-500
2. B Production—289 Cobra and GT-350
3. A Sedans—Mustang Group 2 Sedans

Please note the repositioning of the 289 Cobra in class B Production. This should be of interest to all of us and great things should come from the 289 this year.

We are tightening the requirements for eligibility for the Race Assistance Program this year, as we are requiring more documentation and certification from our drivers before accepting them. This is being done to insure that those registered on our Assistance Program are bona fide race drivers.

For SCCA National Races we have monetary payments for our drivers winning 1st and 2nd place in class as follows:

1. Class A Production—1st - \$150, 2nd - \$75.
2. Class B Production—1st - \$100, 2nd - \$50.
3. Class A Sedans—1st - \$100, 2nd - \$50.
4. Any registered driver, eligible for the Road Race of Champions, will receive \$500 to help cover their expenses.

Additionally, bona fide members of the Race Assistance Program will receive technical assistance from the Competition Sales and Engineering Departments of Shelby American, parts discounts, and priority status for selection and shipment of parts.

For the Trans-American Sedan Championship Races in 1967, you'll be pleased to know that we will be supporting private entrants in a big way. Entrants will receive parts and technical assistance as in SCCA National Races, professional publicity, and monetary payments as follows:

1. 1st Overall—\$500
2. 1st Over Two Liter class—\$1000
3. 2nd Over Two Liter Class—\$600
4. 3rd Over Two Liter Class—\$400

With the normal \$5000 race purse paying \$1300 to an overall winner, plus our \$1500 to a Mustang Winning overall, our drivers can win \$2800 plus. Now you know why I said "we're really going into Sedan Racing in a big way."

As to the professional publicity, Deke Houlgate Public Relations in Los Angeles, has been engaged by Shelby American to promote our Mustang Sedan drivers and all the Trans-American Sedan Races. Deke is presently working on biographies and photographs of our drivers, open-end radio tapes, television film clips, and has contacted all of the courses where the races will be held.

Those of you who have gotten on the bandwagon and are sponsoring cars in this Trans-American Sedan Series, should contact Deke Houlgate through this office so that we can provide publicity for you, and help make your racing program pay off.

We're here to be of assistance to you, all you have to do is ask.

Copies of our Race Assistance Program, homologation papers, and specifications will shortly be available. Please direct all requests for information to Lew Spencer, Competition Sales Manager here at Shelby American.



SALES AND MARKETING NEWS

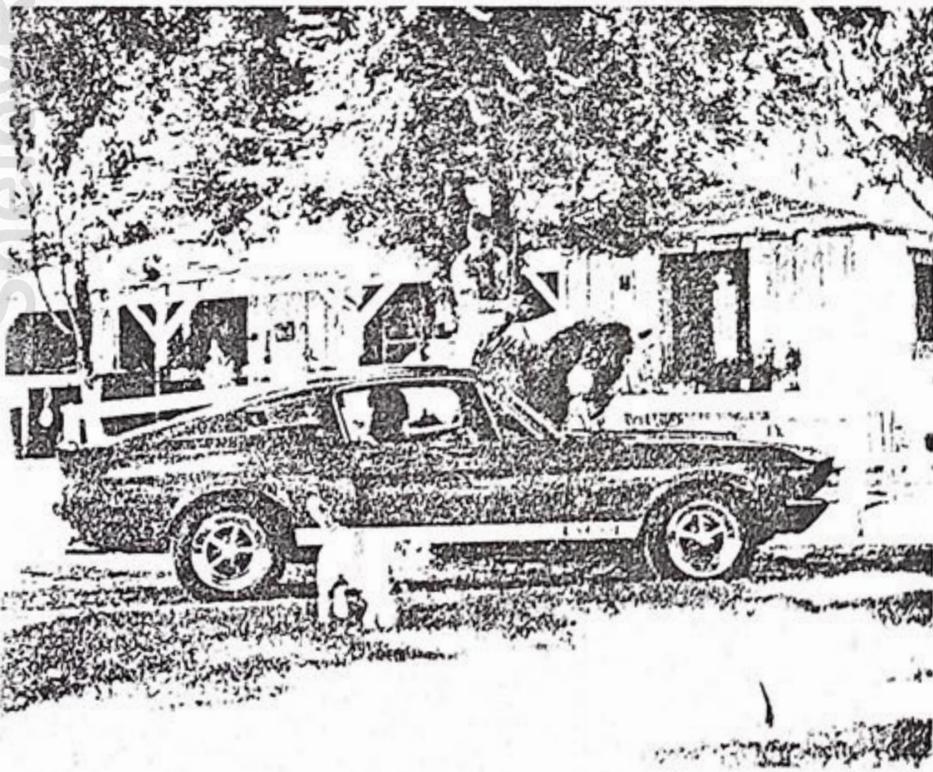
HAL BRACKEN

The initial public, press and dealer reaction to our 1967 product line has been enthusiastic and most rewarding to us at Shelby American.

Our products for 1967 will appeal, we believe, to a wider market range than it has in the past. This year a buyer might use our car to drive to the supermarket, the country club or the corner store.



Town or Country driving is a distinctive pleasure when you're behind the wheel of the all new GT-350 or GT-500.



We believe that dealers will reach people who never before would consider a Shelby American product because our image was strictly racing and high performance. However, with the tremendous increase in multiple-car families, many individuals with a yen for performance (however sublimated) will truly be impressed with "The Road Cars" for 1967.

The number of multiple-car families having two or more cars has increased from approximately 6 million in 1956 to approximately 14 million in 1966. In addition, the number of families who own three or more cars is rapidly approaching the 2 million level. It is these ever expanding multiple-car families that we envision as an added segment of buyers who were never before attracted to Shelby American.

Other manufacturers are also aware of this expanded affluent society as evidenced by the introduction of Camaro and the expected February introduction of the Pontiac "Firebird." These vehicles are not aimed at the teenage market, but to a more sophisticated buyer who wants, and can afford, a vehicle uniquely styled and more distinct from those commonly seen on the streets.

As we mentioned to those who attended our 1967 introduction shows, we have corrected many of the marketing and distribution difficulties that are inherent in any growing sales organization. Our production line is now approaching full production with the increased availability of cars from the Ford Motor Company.

We feel confident that soon we will produce cars in the volume at which you are prepared to sell them.

Shelby American is advertising regularly in national magazines to assist you. We have 5 road tests being released in the next 60 days which should bring more interested prospects into your dealership.

We hope by now we have convinced our entire dealership network that everyone at Shelby American is geared to assist in every way possible.



ADVERTISING AND PUBLIC RELATIONS

DANTE CARDONE

We hope that at this point in the 1967 model program, that all of our dealers will agree that showroom materials which have been produced, and the ads being run, have shown a definite improvement over prior years.

If any dealer has a suggestion regarding our current ad campaign or an idea that we could incorporate into any of our future ads, we would be very happy to hear from you.

Those of you who attended our dealer introduction shows in October were given our basic advertising schedule. For those of you who could not attend, we have included a list of magazines and issues where our first national ads appeared, along with a future schedule.

- Dec. Playboy (color)
- Dec. Sports Illustrated (color)
- Dec. Esquire (color)
- Dec. Road & Track (black & white)
- Dec. Motor Trend (black & white)
- Dec. Hot Rod (black & white)

The introductory ad also ran in the November 10th issue of Competition Press & Auto Week and the November 10th issue of Speed Sport News.