

CONFIDENTIAL

MAY 23, 1967

PROJECT REPORT

SUBJECT: GENERAL

This report will be issued each week until Shelby American Job One has been built. The prime purpose will be to keep management and staff informed of current project plans. The subjects will be chosen for inclusion each week with this in mind. It is expected that general management and sales personnel will be able to assist in program direction through reading these notes, particularly in areas subject to considerable variation in opinion such as interior decor and exterior trim on the vehicles.

Information in these reports will be meager until more definitive information has been obtained from Ford.

Small items will be reported on only once or twice until they are disposed of, as in the instance of "Hood Pins" in the following.

ITEM 1--HOOD PINS

The same design as 1966 will be released. These are felt to be part of the GT 350 image.

ITEM 2--STEERING RATIO--REDUCTION

It appears that an available Ford option will get the job done.

The saving of this expenditure would typify current thinking on the project as a whole--to effect savings in the hidden parts of the automobile where possible, so that more money may be spent to give the GT 350 a more distinctive appearance as related to Ford Mustangs.

ITEM 3--REINFORCING BAR--MONTE CARLO

This bar will be retained (across the engine compartment under the hood) and redesigned for length.

ITEM 4--OIL PAN-COBRA (ALUMINUM)

This may possibly be discontinued as original equipment and sold by Parts Sales only. Comments are invited.

ITEM 6--4-SPEED TRANSMISSION-BORG WARNER

This will probably be deleted in favor of a Ford 4-speed which may be more compatible with engine options.

ITEM 8-TACHOMETER

A Ford option will be installed in the instrument panel, registering to 8000 RPM.

ITEM 11-SEAT BELTS-COMPETITION

These will probably be continued as a higher priced option.

ITEM 12-SEAT BELTS--COBRA

An effort will be made to obtain a regular type belt with a

Cobra insignia for use in rear seats and for front seat use in lower priced options.

ITEM 18-DOOR SILL TRIM

This will be identical to 1966. City and state may be added.

ITEM 20-WINDOWS-QUARTER PANEL

These will be deleted for 1967.

ITEM 30-REINFORCING BAR-CONTINENTAL

This bar (firewall to spring towers) is a Ford option from their export package and will be continued.

ITEM 59.-POWER PACKAGE

Information is limited at this point. It is our present intention to use the same 289 C.I.D. High Performance engines for Hertz Cars and for competition, with the Hertz build serving homologation purposes.

Street cars will be designated as Seven Liter (or Seven Liter plus) and will carry some version (yet to be finalized) of the 427-428 engine series.

ITEM 77-HANDLING PACKAGE

At the present reading it appears that all, or at least a major part of this requirement can be covered with Ford options. Every effort will be made to accomplish this total job in this manner.

ITEM 89-STYLING PACKAGE

Two glass bodies and one partial metal body will become available from Ford approximately June 1, 1966.

Mr. Charles McHose of the Ford Styling section will work with Shelby American to assist in the development of styling changes.

An area is being prepared adjacent to Engineering to maintain the required security for styling effort.



J.S. Liefeld