

SHELBY AMERICAN, INC.
MARKETING REVIEW COMMITTEE
MINUTES
MEETING OF OCTOBER 6, 1966

PRESENT: C. Shelby
J. Khoury
F. Martin
G. Merwin, Chairman
R. Geddes

ABSENT: M. Keene

- 1966 Build Out Status

At the time of this meeting, we had 77 1966 units left to be wholesaled plus a possible additional 15 units on consignment at the dealerships. Plans were discussed by Mr. Bracken for an orderly disposal. We also discovered there were a couple of Cobras out on consignment, and it was agreed that in the future this would not be allowed. Hal Bracken is to get a letter to J. Wordwell of Ford on the status of the build out so that Ford Division can help exert some influence in those areas where dealers have not participated.

With 50 to 60 used Company units to be moved in December, H. Bracken received an okay from Ford to solicit west coast Ford dealerships for sale of these units on a bid basis.

- Introduction Plans

The October 12, 13 and 14 Field Managers' meeting agenda was discussed and approved.

For the four dealer introduction shows, four cars are needed to provide adequate coverage of the new line. Jack Khoury is to check to ensure that these cars will be available on time.

Public introduction has been firmed up for November 10.

Parts that are causing most of the delay are receiving special attention. Frank Martin and Ray Geddes are working with John Hansen of Ford to resolve these difficulties.

It was agreed that we would proceed to put a 1967 unit in the Los Angeles Auto Show, which opens October 27, and to allow press releases to go out for insertion no earlier than October 28.

Production schedule has been changed to move all 428 C.I.D. units into the November build and move the 289's that were previously scheduled in November back to the October build.

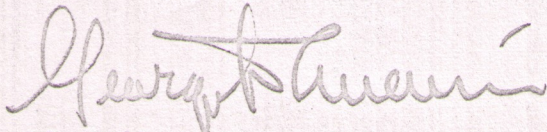
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- Introduction Plans (Continued)

California authorities advised that we can display cars without thermacters in our showrooms as long as we don't sell these units. It is planned to replace the 289 units being displayed in California with a 428 thermacter unit as soon as available. It was pointed out that a total of 1,500 units are in the schedule between now and December 31 from San Jose.

In addition to the above, it was directed that we reaffirm to The Jay J. Dugan Advertising Agency the importance of ensuring that the Le Mans theme be incorporated in all of our advertising and promotional pieces. Also, the importance of the Agency making sure that in all promotional literature the phrase "printed in U.S.A." be incorporated to ensure that we run into no problems on shipping this literature out of the Country. .



Distribution:

C. Shelby
F. Martin
B. Galloway
R. Cramin
M. Keene
J. Khoury
J. Liefeld
P. Remington
T. Foraker
A. Dowd
G. Merwin
R. Geddes
H. Bracken