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*World Manufacturers Champion 1965*  
*United States Manufacturers Champion*  
1963 • 1964 • 1965

January 3, 1967

TO: ALL SHELBY AMERICAN DEALERS  
SUBJECT: CAR ORDERING INFORMATION

Now that we are to the point that we are receiving significantly greater production, we would like to take this opportunity to clarify a few points regarding the procedure for ordering cars from Shelby American.

In order to eliminate mistakes or misunderstandings regarding specifications on units shipped to dealers, we require a signed individual order for each car or, as an alternative, a confirmation from the dealer in writing for telephone orders or changes in specifications on orders previously submitted.

Because of the increased number of possible specification combinations offered this year, it is an impossibility to have stock on hand or, in some cases, even quickly available to fill each order as received. When we receive an order that we are not able to fill in a reasonable length of time, we will send you the confirmation copy of your order with a notice of necessary changes or the specs on an alternative car. We ask that you sign and return the notice to authorize the proposed changes. In any case, we will always return the confirmation copy of your order with an approximate shipping date when the order is accepted.

We are attempting to keep the time necessary for production down to a minimum in order to get you as many cars as possible as soon as possible. As a result, we are shipping cars with only the optional equipment supplied to us on the cars by Ford Motor Company.

*World's Finest Sports and Competition Automobiles*

COBRA

SHELBY G.T. 350

FORD G.T.

It would be a great help to us and also speed up the acceptance of your orders if you would give us as much latitude in specifications and options as possible. By noting more than one color choice or the preference, but not requirement, of certain options, we can save the time needed to get signed authorization for altering the order.

As you know, our Field Sales Managers are asking you for a monthly basic order to help both of us project our requirements. We ask that you submit individual orders for half of the units on the basic order by the first of the shipment month with the remaining half in by the 15th of the delivery month. If we are not able to ship the units during the month for which they were ordered, we will consider these carryover units as part of the following month's basic order. No new individual orders need be submitted for these units as long as an individual order was originally submitted. For our purposes we consider the monthly basic order to refer to shipment month from Shelby American, not delivery date at the dealership.

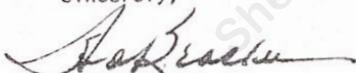
Certain non-standard items such as color or deletions of equipment can be built, but our lead time is such that we require 3 to 4 months for delivery from the time the order is placed. If you place an order for a non-standard car, please indicate an acceptance of the delivery time lag.

The last points of clarification are regarding standard colors and equipment. Power steering and brakes are considered required options. Deletion of these items must be treated in the same manner as a non-standard build, consequently, the three to four month delivery time is necessary.

Certain non-standard colors were available in limited quantities in early production, but the only standard colors now available are white, medium metallic blue, dark metallic blue, lime gold and dark metallic green. Any other Mustang colors must be ordered as non-standard.

We will appreciate your cooperation during the coming year in helping us make our distribution system work as smoothly as possible to the benefit of both of us.

Sincerely,



Hal A. Brucken  
General Sales Manager