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

June 15, 1967

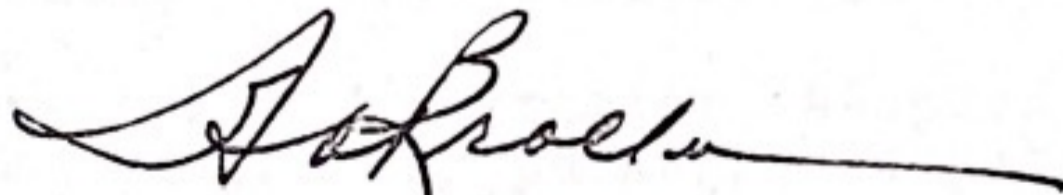
TO: All Shelby American High Performance Dealers
FROM: H. A. Bracken
SUBJ: GT-500 WITH AIR CONDITIONING

We are happy to announce that GT-500's are now finally becoming available with air conditioning. The delay in availability was due to the fact that it became necessary to make certain engineering changes in the car.

The hood on all GT-500's with air will be revised to the extent of having a row of louvers down each side. Mandatory options on all 500 air-cars will be an oil cooler and tinted glass, both of which are extra cost items. All GT 350's and 500's will now have a revised headlight arrangement wherein the center lights have been moved out close to the internal edge of the grille opening.

We will have an adequate supply air-500's in most color and transmission combinations so be sure to make your needs known now to ensure that you get the best possible selection.

Attached find copies of our new Dealer Price Lists which reflect the above mentioned. Please be sure to destroy your old lists.



H. A. Bracken
General Sales Manager

HAB:dj1

Enc1

World's Finest Sports and Competition Automobiles

COBRA

SHELBY G.T. 350

FORD G.T.

C O N F I D E N T I A L

1967 SHELBY GT 350 AND 500 VEHICLE PRICES
(Prices are f.o.b. St. Louis, Missouri, effective
November 1, 1966)

| | <u>Mfg. Suggested</u> | <u>Whole-</u> | <u>Sch."A"D+D</u> | <u>Whole-</u> | |
|---|-----------------------|---------------|---------------------|-------------------|------------|
| | <u>Retail</u> | <u>List</u> | <u>Sale</u> | <u>sale Dlvd.</u> | |
| | | | <u>(excise tax)</u> | | |
| Shelby GT 350* (289-4V Hi-Performance) | \$3,995.00 | \$3,780.64 | \$3,062.31 | \$ 214.36 | \$3,276.67 |
| Shelby GT 500* (428-8V Hi-Performance) | 4,195.00 | 3,969.91 | 3,215.61 | 225.09 | 3,440.70 |

FACTORY FITTED OPTIONAL EQUIPMENT:

Specially Recommended Package-

| | | | | | |
|--|-----------------|-----------------|-----------------|----------------|-----------------|
| Power Disc Brakes | \$ 64.77 | \$ 61.29 | \$ 49.65 | \$ 3.48 | \$ 53.13 |
| Power Steering | 84.47 | 79.94 | 64.75 | 4.53 | 69.28 |
| Shoulder Harness | 50.76 | 48.04 | 38.90 | 2.72 | 41.62 |
| | <u>\$200.00</u> | <u>\$189.27</u> | <u>\$153.30</u> | <u>\$10.73</u> | <u>\$164.03</u> |
| Select-O-Matic transmission | \$ 50.00 | \$ 47.32 | \$ 38.32 | \$ 2.68 | \$ 41.00 |
| Air Conditioner-Selectaire | 356.09 | 336.99 | 272.96 | 19.10 | 292.06 |
| Oil Cooler (GT 500 only) | 60.45 | 57.20 | 46.25 | 3.25 | 49.50 |
| Tinted Glass | 30.25 | 28.63 | 23.19 | 1.62 | 24.81 |
| Exhaust Emission Control | 45.45 | 43.01 | 34.84 | 2.44 | 37.28 |
| Closed Crankcase Emission | 5.19 | 4.91 | 3.98 | 0.28 | 4.26 |
| Fold-Down Rear Seat | 64.77 | 61.29 | 49.65 | 3.48 | 53.13 |
| Radio-AM Push Button | 57.51 | 54.42 | 44.08 | 3.09 | 47.17 |
| Deluxe Wheels | 185.00 | 175.07 | 141.81 | 9.93 | 151.74 |
| Rallye Stripe | 24.95 | 23.61 | 19.12 | 1.34 | 20.46 |
| Paxton Supercharger- (available on GT 350 only) | 549.00 | 517.66 | 447.66 | 31.34 | 479.00 |

* Basic vehicle prices include:

Heater and defroster, 4-speed manual shift, tachometer, trip odometer, extra cooling package, competition handling package, integral roll bar, oil pressure gauge, ammeter, deluxe interior, deluxe steering wheel, remote control outside rear view mirror.

Body colors available: Lime, Dark Blue, White, Dark Green, Medium Blue Red and Light Blue.

Interiors are black or parchment.

The above prices and specifications are subject to change without notice.