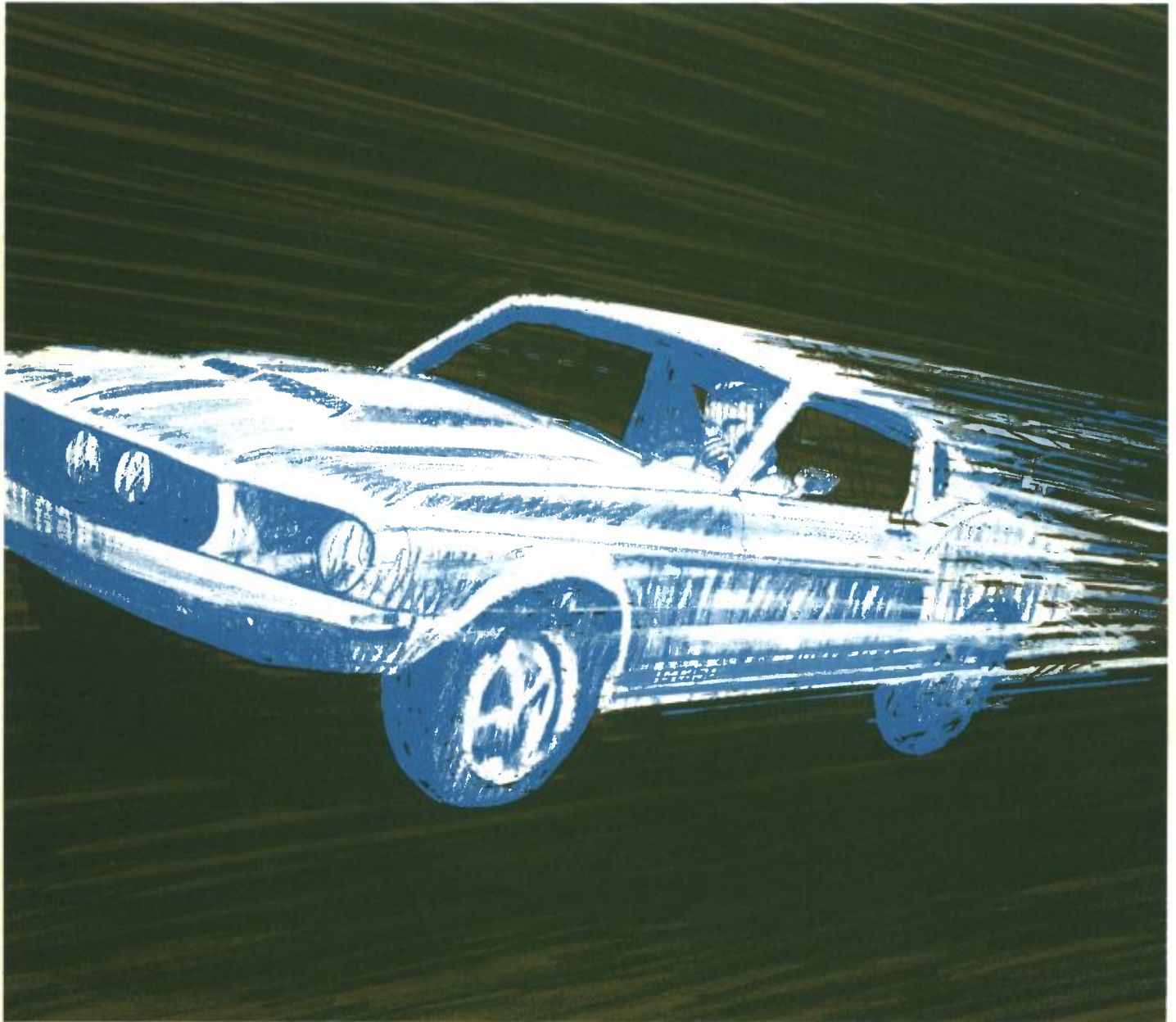


TEN STEPS TO A SUCCESSFUL
SHELBY G.T. 350/G.T. 500
PUBLIC ANNOUNCEMENT
NOVEMBER 10



READ ME FIRST! Dear Mr. Dealer: On November 10, you will have two entirely new Shelby GT cars to sell, the GT 350 and GT 500. They look different—they are different—from any cars you have ever marketed. You will also have an improved Cobra sports car as part of your 1967 Shelby American product lineup.

This is your rule book for a successful Public Announcement of these great new products. By taking the basic steps outlined in these pages, you can stage an Announcement that will build traffic and sell cars.

DETERMINE ACTIVITIES

The most important thing you should do **right now** is to plan each step of your Announcement carefully. If every step is performed on schedule, your Announcement plan will function smoothly. Use the timetable (outside back cover) as your guide. It lists all of the activities you should consider performing.

They are shown in their suggested chronological order. **NOTE:** The Announcement materials referred to in this booklet and not included in this package should reach your dealership on or before October 25. Your Announcement Package will contain:

Items: 1. Owner's Manual/2. Product Folder GT 350/500/3. Product Folder Cobra/4. Catalog Sheet GT 350/500/5. Catalog Sheet Cobra/6. Window Trim/7. Posters/8. Satin Banners/9. Car Top Tent/10. Postcards/11. Salesman Fact Card/12. Color Chip/Option Folder/13. Parts Counter Card/14. Service Department Banner/15. Parts Department Banner. (Dealer Ad Kit and Invitations are included with this booklet.)



INFORM AND INVITE THE PRESS

Local press activity plays an important role in the successful launching of unique cars such as the GT 350 and GT 500. It can give you, at almost no cost, exposure that will parlay the value of your paid advertising. **Press activity should supplement but not replace advertising, however.** Both are needed.

These are the steps you should take:

1—Determine “the influentials” among newspapermen, radio-TV personalities in your area. These include **newspaper** sports editors, sports columnists, automotive editors or writers, community affairs columnists; **radio-TV** sportscasters and newsmen, station managers.

2—Contact these people personally. Invite them to your Announcement (or to a day-before advance showing, if you plan to hold one). Tell them that you will send publicity information for their use. Ask for their cooperation.



PLAN LOCAL ADVERTISING AND PROMOTION

The first Dealer Announcement Package you have just received includes a 1967 Shelby advertising Plans Kit. It contains suggested Announcement advertisements as well as other advertising materials for all-year use.

Announcement advertising copy may be used "as is" but is easily adapted to give your ads an individual flavor.

It is important that newspapers **and especially radio-TV stations** receive your advertising order as far in advance as possible, for most effective placement.

To reach your most logical Shelby GT prospects, newspaper ads should appear in the **sports** pages as well as the auto pages. Air time should be in or adjacent to sportscasts.

Since you will be concentrating on developing showroom traffic at Announcement time, promotional activities should be planned to follow soon after your Announcement. Plan ahead to show a Shelby GT to the public on TV, at auto races, drag strips, fairs, sports car club events and automobile shows.

A local sports personality—preferably associated with or interested in auto racing—will increase Announcement attendance at your showroom. If you plan to secure such a personality, make arrangements now, so that his appearance may be promoted in your advertising and publicity. Be sure any financial arrangements between your dealership and the personality are detailed in writing.





INVITE LIKELY BUYERS

You have received 2,500 imprinted invitations for mailing to likely Shelby GT buyers in your area. We suggest you start now to assemble prospect names for your mailing. Likely buyers include:

Present GT 350 owners
 Members of area sports car clubs
 Service customers who own performance or semi-performance cars
 Other owners of such cars (if known)
 Members of country clubs, golf clubs, etc.
 Present dealership customers and recent showroom visitors whose present cars indicate a possible interest in a Shelby GT 350 or GT 500.
 Mustang owners
 Car owners of \$10,000 and above annual income (may be available from local direct mail organization).
 Professional and executive names (from mail house lists) such as architects, engineers, doctors, etc.

Invitations should be mailed no later than October 21. You may wish a direct mail house to handle the mailing for you.

PLAN A PROGRAM

Your Announcement should be built around a program. It need not be elaborate, but every detail should be planned.

The essentials are:

The car. It should be well-lighted, visible from the street, accessible to those who come in to see it, not crowded near other cars.

Information. Literature should be handed out, not left on a table to be picked up. At least one person who can answer questions on the product should be on duty at all times during Announcement Day.

Registration. Every visitor should be registered, preferably as he enters the showroom. (You may use an office girl for this, or employ a hostess for the day.)

Additional activities could include:

Entertainment or personality.

Refreshments. Coffee or soft drinks are enough. If offered, serving space should be provided somewhat away from the car.

Live "remote" radio or TV coverage. A radio station in your area may provide an all-day or several-hour "remote" broadcast which takes place at your showroom on Announcement Day.



CLEAN AND DECORATE SHOWROOM

Your new GT 350 or GT 500 is the star of your show—so plan your floor layout to give it plenty of room. Plan extra lighting for the car, and try to position it in your showroom so that it is clearly seen from the street. Place banners and window posters **high** in your showroom window for greater visibility without obscuring the car. If possible, do not place the car too near your showroom entrance, as this encourages people to glance at it and leave the showroom before they can be approached and registered.

HAVE YOUR DISPLAY CAR READY

In addition to the display cleanup you normally perform, you will want to give extra attention to all under-hood areas of your Shelby GT showroom car. This is where prospect interest will center, so be prepared to show this part of the car to best advantage. Do not display the car with hood down and locking pins attached. Be sure interior is extra clean. Test seat tracks for operation before display.

BRIEF PERSONNEL ON PRODUCT CHANGES

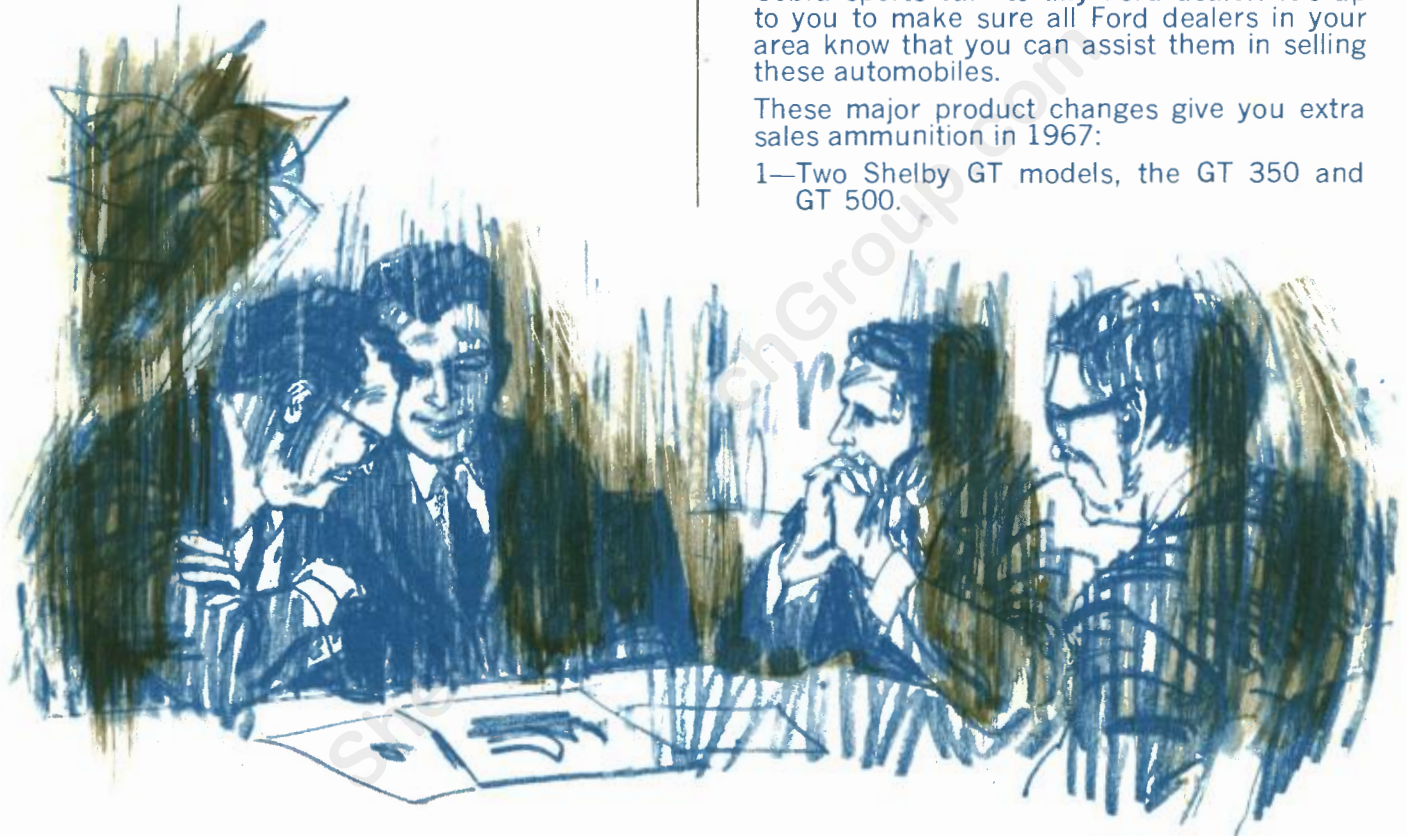
It's essential that you have **at least** one person on hand at all times during your Announcement who knows the product story of the GT 350 and GT 500. All the facts on these two new cars are contained in the Specifications sheets, Owner's Manual and Options and Accessories Guide. These materials will reach you shortly in your complete Announcement Package. Be sure salesmen study these materials fully in advance of your Announcement.

Every salesman should know the fine points of the Shelby GT 350 and GT 500. It does not take a performance expert to sell these exciting automobiles. Any salesman who is familiar with the Mustang 2 + 2 and with the additional features that distinguish the GT 350 and GT 500 can demonstrate and sell these cars. Be sure **every** salesman reviews **all** product material on the GT 350 and GT 500.

Remember, too, that you may merchandise any Shelby automobile—GT 350, GT 500 or Cobra sports car—to **any** Ford dealer. It's up to you to make sure all Ford dealers in your area know that you can assist them in selling these automobiles.

These major product changes give you extra sales ammunition in 1967:

1—Two Shelby GT models, the GT 350 and GT 500.



- 2—Both have unique styling that sets them apart from all other cars, with exclusive front, rear and side treatment.
- 3—GT 350 uses a Shelby-modified 289 4V high performance engine; GT 500 uses a 428 cubic inch engine with dual four barrel carburetion.
- 4—New Speedway 350 nylon tires, rated @ 140 mph, have been especially designed for these cars. Shelby-modified suspension is dealer-adjustable for specific handling and performance needs. Power steering features crisp new 16:1 overall ratio.
- 5—Massive disc front, drum rear brakes are air-scoop-cooled for greater efficiency. Integral roll bar and new shoulder harnesses are low-cost optional safety equipment.

These product changes give both Shelby GT cars a new position in the marketplace . . . one that should benefit you and your salesman if you exploit it fully.

These are **not** racing machines—although they benefit from the lessons learned in all-out

performance by Carroll Shelby, his competition car designers and engineers. They **are** exciting **road** performers. Unlike many big-engined domestic cars which are short on handling and braking, both Shelby GT cars are engineered to use their great performance potential efficiently and safely. In this respect, they are similar to the great European GT cars—but they cost thousands less.

These cars appeal strongly to the person who wants more distinction and more performance than regular production cars offer—at a saving over the cost of handcrafted, limited-production GT cars.

Your GT 350 and GT 500 buyer is probably now driving:

A Mustang (likes the car but wants more performance)

An older GT 350 (wants latest features)

A hot, big-engined Pontiac, Plymouth, Dodge, Ford, Chevrolet, Corvette

A sports or GT car (Porsche, Jaguar, etc.)



REGISTER YOUR VISITORS

Most of your Announcement activities will be wasted if you do not make a record of your showroom visitors. The back cover of this book contains a suggested 3" x 5" visitors' card. Your printer can reproduce cards for your use directly from the sample, or you may alter it to suit yourself. If you prefer, you may use your own cards, or you could have visitors sign a guest book. The important point is to secure this information from every visitor:

Name, address, telephone number

Make and year of car(s) owned

If it can be learned, this additional information will be helpful:

Special equipment on present car

Type of driving done by prospect

Trading or buying intentions

You may wish to offer an inducement for buyers to register, but it is probably not necessary to attract people to see these cars. Invitations and advertising should give you many genuine prospects; offering a prize for registering may bring in others who ordinarily would not visit your showroom and who are not good prospects for a car in the GT 350 or GT 500 price range.

FOLLOW UP

During your Shelby GT Announcement Weekend, you'll probably have many future buyers among your guests—only you will not realize it unless you systematically follow-up all showroom visitors.

Each one should be sent a jumbo GT 350/GT 500 postcard, perhaps thanking them for attending your Announcement. Each one should then be contacted three or four days later by telephone and asked back to the dealership for a demonstration ride. **Remember that the prospect for this type of car expects and deserves first-class, personal attention.**

Demonstrations should be conducted only for prospects who have been fully qualified as to buying ability. They should be handled only by someone who is thoroughly familiar with the vehicle. Prospects should be permitted to drive on demonstrations only after the salesman has demonstrated the car fully. Weekend or overnight loan-out of a Shelby GT 350 or GT 500 is **not** recommended.



Use this form for registering showroom visitors (you may have your printer make up cards right from this page, if desired.)

SHELBY/GT COBRA SHOWROOM VISITOR

NAME _____
STREET _____
CITY _____ TELEPHONE _____

Interested in GT 350 GT 500 Cobra Other _____

Has to trade: (make & year car): _____

Any special equipment on trade-in? _____

Buying plans: _____

Occupation _____

	ACTIVITY	LATEST COMPLETION DATE	DONE
1	Read this book	Today	
2	Assign responsibility for all dealer Announcement activities (unless you will perform them yourself)	Today	
3	Inform these local news outlets of your GT 350 Announcement. Advise that publicity releases will follow (you will receive news copy from Shelby-American): Newspaper sports editors Newspaper advertising managers Newspaper automotive columnists Radio-TV stations' sports personalities	By October 27	
4	Secure local performance personality for Announcement Day	By October 27	
5	Personally invite press, radio, police and community officials to Announcement Day	By October 27	
6	Plan local advertising and place newspaper space and/or radio-TV time	By October 27	
7	Release advertising to all media	By November 4	
8	Address and mail invitations	By November 4	
9	Check advertising proofs for final OK	By November 8	
10	Brief salesmen on product	By November 8	
11	Prepare demonstrator unit for showing	By November 8	
12	Release publicity to local newspapers, radio-TV stations	By November 8	
13	Clean and decorate showroom	By November 9	
14	Register all visitors on Announcement Day	Announcement Days	
15	Review all visitor registrations with sales staff and assign names for follow-up	As soon after Announcement as practical	

