

NEW LIMITED-EDITION 2007 FORD SHELBY GT500 OFFERS MUSTANG ENTHUSIASTS A CHANCE TO HIT THE REDLINE

- Production of limited-edition Red Stripe Appearance Package for 2007 Shelby GT500 to begin in May.
- Special package includes unique exterior striping and badges, Red and Black leather seating, special interior trim and logos and branded Shelby GT500 car cover.
- 2007 Ford Shelby GT500 tops in segment quality, says RDA Group research—92 percent of owners would definitely recommend the vehicle to family or friends.

DEARBORN, Mich., April 19, 2007 – Even with demand for the most muscular Mustang ever – the Ford Shelby GT500 – at a record high, Ford is cranking up additional interest with a new, limited-edition package that adds unique visual appeal to the Shelby GT500. Enter the "Red Stripe Appearance Package," to be available beginning in May.

The Ford Shelby GT500 is the most powerful Mustang on the road today and arguably one of the most successful projects from Ford's Special Vehicle Team (SVT) in terms of performance, excitement and, importantly, quality.

In fact, early indicators show the Shelby GT500 is a quality standout. In the most recent Global Quality Research System (GQRS) study from RDA Group, an independent research company based in Bloomfield Hills, Mi., the Shelby GT500 earned praise as the highest-quality Mustang model, with the fewest "things gone wrong" in the first three months of ownership.

The Mustang line scores above the segment average in quality, according to the GQRS study, and the Shelby GT500 specifically scored the top result in the "sports car" segment.

"The unmatched quality and power of the latest Mustang masterpiece explains why 9 out of 10 owners are completely satisfied with their overall ownership experience," the April 2007 RDA Group report concluded.

New Limited-Edition Shelby GT500 Package to be Available Beginning in May

The new Red Stripe Appearance Package will be available on any new 2007 Shelby GT500 Coupe with either White or Black exterior paint. Included in the special-edition package are Bright Red overbody and bodyside stripes, a Red and Black leather interior, unique red-accent exterior badges, including red-tinted Cobra emblems in the grille, fenders, and in the faux gas cap on the rear panel. Even the "SHELBY" letters on the decklid feature red accents.

The Red Stripe Appearance Package also adds unique new premium floor mats with a Red and Silver embroidered "Cobra Snake" logo, plus a fitted Shelby GT500-branded car cover.

The appearance package carries an MSRP of \$1,650 and will be available from early May through late June, marking the end of the 2007 model run.

"The red package is all about exclusivity," said Robert Parker, Ford's Car Marketing manager. "Our Mustang customers are eager to buy unique vehicles like the Shelby GT500 and will certainly appreciate the opportunity for something even more exclusive, made in an even more limited number. These are great customers and very passionate. I'm glad we can continue to deliver what they want."

Shelby GT500 is among the Most Successful Performance Mustangs Ever

Enthusiasm doesn't begin to describe the ongoing demand for the Ford Shelby GT500. In the hyper-competitive auto market where supply routinely surpasses demand, the Shelby GT500 still

has a long waiting list of buyers.

The Shelby GT500 was created by racing legend Carroll Shelby and Ford SVT and is a modern interpretation of the classic Shelby Mustang of the 1960s. Beneath the hood of every GT500 – including the new Red model – is a 5.4-liter supercharged V-8 engine officially rated at 500 hp. A 6-speed manual gearbox features evenly spaced gears that help provide a sharp, lively driving experience on both road and track.

In addition to the engine upgrades, Ford's SVT engineers retuned and upgraded key Mustang chassis components. Improvements include revised shocks, spring rates and upgraded stabilizer bars that help the Ford Shelby GT500 maneuver with authority.

The GT500's unique design features include wide upper and lower fascia openings with a functional air splitter. On either side, slanting headlamp openings add to the dramatic front appearance. The carefully tailored hood has heat extractors protruding near the leading edge, combining to provide improved airflow and aerodynamics.

The MSRP of a 2007 Ford Shelby GT500 starts at \$41,675.

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