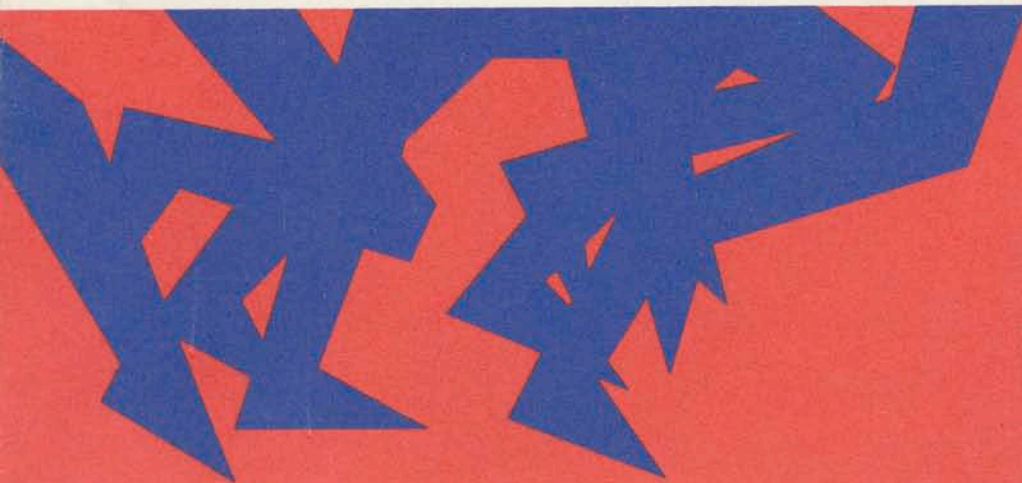




Selling Guide to the

# '68 Shelby COBRA GT







## Your Market . . .

The Shelby Cobra GT is a special car for special people. A greater number of luxury refinements, the inclusion of a convertible and the addition of Cobra to the car's name all serve to broaden its appeal considerably over earlier models.

Your market for this new car is mainly among two groups: the high-performance buff and the buyer in search of unique, exclusive styling. Both groups are willing to pay for what they want—and the Shelby Cobra GT lineup offers the right combination of engines, body styles and accessories to appeal to every GT prospect.

The Cobra GT prospect could be driving almost any type of car now. However, past sales experience indicates that your most likely GT prospects (by type of car presently owned) are:

Mustang owners to whom the Mustang-based Cobra GT is a worthy step upward.

Owners of full-size performance cars who want better braking and handling along with top performance.

Corvette, Jaguar and Porsche owners who are used to paying for performance but who may require more passenger space.

Whether he is at first attracted by the Cobra GT's performance or appearance, the typical buyer is probably upper-income, over 30, of ex-

ecutive or professional status—and more than normally knowledgeable about cars. The Cobra GT will strongly appeal to younger performance enthusiasts—and the basic GT 350 is within their reach.

## Reaching your Buyers . . .

Many potential Cobra GT buyers are among your regular dealership new car prospects.

Contacts which you have developed among country club and golf club members for luxury car sales should be used to generate Cobra GT prospects, since the majority of your luxury car buyers will be the performance- and style-conscious people most often found in this group. Prospecting can be productive when conducted among professional men: attorneys, doctors, etc. Many of your present customers of this type might be impressed with the sporty character of these new cars.

Prospecting among regional members of the SCCA (Sports Car Club of America) and also among members of local sports car clubs should produce active leads. Once a car is sold into a group such as this, more sales will often follow—provided the new owner is recontacted and asked for referrals.

Selective prospecting and cold spearing among owners of high-performance cars is good business wherever you find them . . . in auto racing parking lots, auto shows, sports car club meeting and events.



## Here's What's Different About The Cobra GT

### Styling

Although based upon the 1968 Mustang, the Cobra GT fast back and convertible both feature unique styling. Front: Precision moulded custom fiberglass grille area with large opening for high-efficiency cooling. Rolled section lightweight grille edging top and bottom. Deep-set black mesh grille insert; rectangular fog lights inset at edges of grille recess. Precision moulded custom design fiberglass hood incorporates unique twin air intake scoops and air extraction louvers as well as electrostatic shielding.



Hood incorporates standard hood and safety latch plus twin flush mounted permanently retained "push-and-turn" locking pins to prevent accidental opening at speed.

Sides: Applied rear brake scoops on forward edge of lower rear quarter panels. GT striping runs full length of rocker moldings. GT 350 or GT 500 identification is incorporated in GT stripes. Cobra fender side ornaments. Le Mans-type air extractors on upper rear quarters of 2 + 2 fastback. Padded



integral overhead safety bar (all models) is contour styled on convertible. Rolled section lightweight edging on front and rear wheel openings.

Rear: Integral aerodynamic air spoiler across entire rear deck. Uniquely styled wide sequence flasher tail lights. Cobra emblem on competition-type flip-down gas filler. Large-diameter extractor type twin tailpipes.

### Performance

The GT 350 and GT 500 are engineered to satisfy differing performance requirements. The GT 350 offers good performance at moderate cost with its all new 302 cubic inch V-8 engine. The Cobra Supercharger is a factory- or dealer-installed option for those desiring greater performance.

The GT 500 carries an improved 428 cubic inch V-8 which delivers outstanding performance under all driving conditions. The all new 427 cubic inch hydraulic V-8 is optional, for those requiring the ultimate in performance.

Transmissions are teamed to each engine. The GT 350 carries a four-speed manual transmission; optional is a heavy-duty three-speed



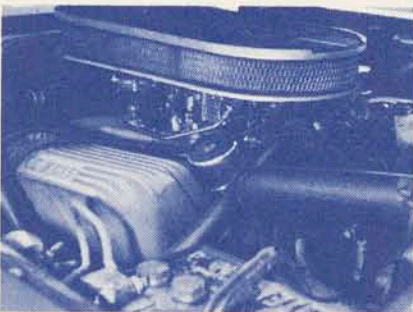
automatic transmission. This choice is available in normally aspirated or supercharged engine versions. The GT 500 provide as standard a 31-spline four-speed manual, with heavy-duty three-speed automatic transmission as an option; the optional 427 hydraulic engine is available only with super-duty automatic transmission.

All GT models feature heavy-duty driveshafts, U-joints and rear axles for long, dependable life under rugged performance conditions.

## Specifications

### Engine Specifications: GT 500

Standard: Improved Cobra OHV 428 cu. in. V-8; 360 horsepower @ 5400 rpm; 420 lbs./foot of torque @ 3200 rpm; 4.13" x 3.984" bore and stroke; compression ratio 10.5:1; hydraulic valve lifters. New ad-



vanced design Cobra hi-rise intake manifold with 4 bbl Holley carburetor with 600 CFM (flow rate) primaries, 715 CFM secondaries. High capacity fuel pump.

Optional\*: All new Cobra OHV 427 hydraulic cu. in. V-8; 400 horsepower @ 5600 rpm; 460 lbs./foot of torque @ 3400 rpm; 4.235" x 3.788"

\* Extra-cost option.

bore & stroke; compression ratio 10.9:1; hydraulic valve lifters, new advanced design, cathedral float 4 bbl Holley carburetor and high capacity fuel pump.

### GT 350

Standard: All new OHV 302 cu. in. V-8; 250 horsepower @ 4800 rpm; 310 lbs./foot of torque @ 3200 rpm; 4.0" x 3.0" bore and stroke; compression ratio 10.5:1; hydraulic valve lifters. Cobra hi-rise intake manifold with new design cathedral float 4 bbl carburetor with 600 CFM flow rate.

Optional\*: Cobra supercharger. Adds approximately 85 horsepower and 15 lbs./ft. of torque; other engine specifications unchanged.†

NOTE: All 1968 Cobra GT engines include dual exhaust, die-cast aluminum rocker covers, low restriction oval design die-cast aluminum air cleaner, chromed filler caps. Full flow high rise intake manifold, advanced design carburetor, exhaust emission device, hi performance distributor, hi capacity fuel pump, full flow oil pump, in-line fuel filter.

### Transmissions, Final Drive

Transmission: Fully synchronized four-speed manual standard.

Ratios: First—2.32:1  
Second—1.69:1  
Third—1.29:1  
Top—1.00:1  
Reverse—2.32:1

Heavy-duty close-coupled automatic transmission optional. Shift handle detent minimizes skipping

† Air-conditioning not available.



or missed shifts when hand-selecting gears.

Ratios: First—2.46:1  
Second—1.46:1  
Top—1.00:1  
Reverse—2.20:1

Final drive: Special heavy-duty rear axle with straddle-mounted, deep offset drive pinion. Standard ratios:

500—Manual transmission 3.50:1  
Automatic transmission 3.50:1

350—Manual transmission 3.89:1  
Automatic transmission 3.50:1

## Handling

The handling characteristics of both the GT 350 and GT 500 are among the cars' greatest selling edges. Handling is crisp, with little lean in cornering—yet the ride is comfortable on all road surfaces, pleasantly firm under adverse conditions of road or speed.

These handling features are standard equipment on every Cobra GT:

Extra heavy-duty high fluid capacity adjustable shock absorbers front and rear.

High-rate, heavy-duty coil springs front, heavy-duty four-leaf springs, rear.

Special anti-windup device on rear springs for improved tire adhesion under hard acceleration.

Heavy-duty .94" diameter front stabilizer bar.

Export type one piece high strength stamped front-end brace from spring tower to firewall.

Crisp 16.0:1 direct ratio steering with hydraulic-operated power assist.

Exclusive true four-ply wide-path low profile Goodyear Speedway 350 nylon tires, high-performance tested at 130 mph.

## Safety

The Cobra GT is one of the safest cars built... with a host of safety features included on every model at no extra cost. Here they are:

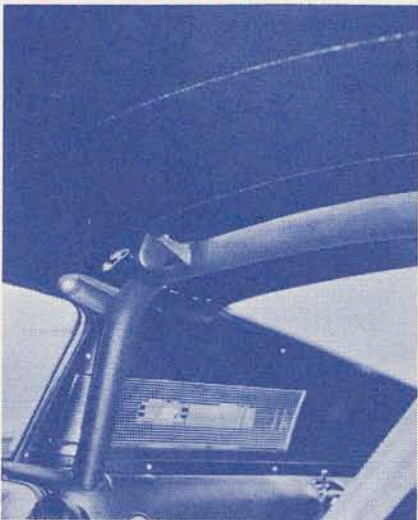
Redesigned fully unitized construction.

Padded roof rail and headers.

Safety-designed woodgrain instrument panel and unique woodgrain console with padded glove box.

Custom-designed safety padded hub steering wheel with collapsible column.

New design floating caliper ventilated front 11.3" disc brakes, 10" x 1.75" rear drums with high performance linings for repeated fade-free stops. Power assist standard. Dual master cylinders with built-in low pressure warning system and proportioning valve.







Durability proved full unitized body and chassis construction.

Padded competition-approved integral overhead safety bars in all models.

Redesigned inertia-reel shoulder harnesses for front seat passengers. Double harness affixed to overhead bar (fastback), exclusive design diagonal chest harness with unique single point attachment to seat belt (convertible).

Improved safety seat belts front and rear and safety features which exceed requirements of 1968 federal law.

Padded front seat backs with seat back locks.

Sequence-flashing wide tail lights with cancel-and-restore feature. When brakes are applied, flashing is replaced by brake lights. When brakes are released, sequence flashing resumes automatically until turn is completed.

## Standard Luxury Features

The 1968 Shelby Cobra GT cars deliver many luxury and convenience features as standard equipment that others list as extras—or do not supply at all. These include:

Redesigned luxury all-vinyl full safety interiors with straight grained walnut applique trim on instrument panel and door trim panels and center console.

Unique walnut-grained decorated center console with padded arm rest, lighted glove locker, ash tray, rear courtesy light, alternator output and oil pressure gauges.

Clear-lens rectangular fog lamps.

Die cast custom wheel covers.

Safety-bar loops for skis or surfboards (convertible only).

Buttonless convertible top boot; real glass convertible rear window.

Complete instrumentation: 140 mph speedometer, 8000 rpm tachometer, electrically-operated oil pressure, ammeter, fuel, water temperature, brake fluid warning light (also supercharger pressure and fuel pressure gauges on supercharged GT 350).

## Options Available

FOR GT 350 ONLY:

Cobra supercharger

4.11:1 and 4.56:1 final drive.

FOR GT 500 ONLY:

427 cu. in. hydraulic super-performance engine with automatic transmission

3.00:1, 4.11:1, 4.25:1 and 4.56:1 final drive

FOR ALL MODELS:

### Performance

Ram air package for improved breathing, greater carburetor efficiency (except supercharged GT 350)

Automatic transmission (standard on super-performance 427 hydraulic engine)

### Luxury, convenience:

AM Radio

Rear quarter mounted, telescoping antenna

Folding rear seat with retractable safety luggage retaining rail (fastbacks only)

Integral air conditioning (except on supercharged GT 350)

## Color & Upholstery Choices:

<b>Exterior Colors</b>	
M-2008A	Red
M-1619A	White
M-3077A	Acapulco Blue
M-2041A	Lime Gold
M-3073A	Gold Frost
M-3067A	Dark Green
M-1724A	Black
<b>Interior Trim</b> Black or saddle tan available with any exterior color	
<b>Convertible Top</b> Black or white available with any exterior color	
<b>GT Side Stripe</b> Blue on M-1619A White. White only on all other colors	



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