

SHELBY



A SHELBY WELCOME

WHEN CARROLL SHELBY launched Shelby American in 1962, he did much more than establish a car company. Carroll created a community where people could enjoy a fast-paced and exciting lifestyle. Surrounding himself with a group of California hot rodders, he made Shelby American so dynamic that everyone wanted to cheer on their racing team, wear their gear and drive their high-performance cars. Sixty years later, that community continues to grow.

Carroll Shelby famously said, “performance is my business” and that attitude still guides us today. With Carroll’s passing 10 years ago, leadership transitioned to a board of directors who deftly guide the Shelby entities. Carroll Shelby International Co-CEO’s Joe Conway and Neil Cummings, along with board member Aaron Shelby, are dedicated to realizing Carroll’s vision for the organizations he founded. Working closely with Ford Motor Company, the company continues to thrive and evolve. In addition, an emphasis on global expansion has successfully taken the Shelby entities worldwide.

CEO of Shelby American Joe Conway has empowered his team, led by Gary Patterson and Vince LaViolette, to expand the line of vehicles worldwide with new and exciting models. When you walk the assembly line or talk to the Shelby Store retail staff, it is apparent that everyone at the Las Vegas facility, regardless of their role, appreciates being part of such a special organization.

That is reflected in the number of cars and trucks being built today, which far exceeds anything in the company’s history. The Shelby Performance Parts division is growing exponentially and collaboration with Ford on new models provides a clear pathway to the future.

Under the direction of CEO Neil Cummings, Carroll Shelby Licensing’s Consumer Initiatives program gives enthusiasts even more great merchandise to enjoy. And the charity Carroll created, the Carroll Shelby Foundation, has helped even more kids win the race for life thanks in part to the fundraising efforts of Team Shelby directors and generous donations by the community.



PHOTO: STEVE JOST

The growth of Team Shelby has been incredible. Thanks to the hit film “Ford vs Ferrari” and documentary “Shelby American”, the popularity of the Shelby story has never been higher. That has helped swell the ranks of the club to around 80,000 people who identify as part of the community. Membership spans multiple generations, including people of every race and gender.

Often called the heartbeat of the Shelby world, Team Shelby has evolved into an organization filled with people who love being together. Regional and chapter directors worldwide selflessly volunteer their time and members show up at events worldwide. This has become one of the most vibrant clubs of any kind, anywhere. It continues to evolve and change, reflecting the needs of members. The club truly embodies Carroll’s playful spirit and keeps his legacy alive.

Carroll wisely knew, working and playing together elevates us all. It inspires us to reach for new achievements. That is the Shelby way.

Here’s to the next 60 years!

Tracey Smith



AUTHENTIC SHELBY APPAREL



The spirit of the original Shelby American crew lives on in the Legacy Collection of authentic apparel offered by the Original Venice Crew. The limited edition Carroll Shelby Crew Jacket is hand-made to the exact standards of the one worn by the Shelby American team in 1965. Our tees, crew shirts and vests reflect the same level of attention to detail to reflect the originals offered in the 1960s.

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SIXTY NEVER LOOKED SO SEXY

2022 WILL BE A SPECTACULAR YEAR for Shelby enthusiasts because the world is planning to celebrate Shelby American's 60th anniversary. Best of all, fans have the chance to be in the middle of it all.

Working closely with Ford Motor Company, Shelby American is planning to introduce a mind-blowing number of new vehicles (like the 2022 Shelby GT500KR) and special programs that will literally rock the world. In Shelby tradition, they will deliver superior performance, sometimes even defining expectations for an entire segment of the automotive industry.

From continuation heritage cars to the hottest super trucks, most capable SUVs and fleetest muscle cars, there will never be so many outstanding choices again. As Shelby American president Gary Patterson likes to say, "these are truly the good old days."

The Carroll Shelby Foundation is celebrating its 30th anniversary with even more initiatives. The charity that Carroll founded has cranked up its fundraising and its giving. The Foundation continues to support the automotive technical school in East Texas and now also provides scholarships for other programs. It has increased the amount of money being donated to the Children's Organ Transplant Association and has broadened the number of hospitals and groups that it financially supports. Carroll would be so proud of the number of kids now winning the race for life thanks to his charity.

Carroll Shelby's Store is creating stylish and cool clothing to celebrate the anniversary. Anyone who is excited about the 60th anniversary will have a way to show it.

And best of all, events worldwide will feature Shelby. The list of Team Shelby VIP Experiences, major events featuring Shelby



PHOTO: STEVE JOST

American and local activities is staggering. Some of those events are listed in this publication; there are so many that not all could be included. Shelby American and Team Shelby plan to be at many of the events in 2022. We are confident that club members will attend and represent Team Shelby.

Start preparing your car (or truck) for an action-packed 2022. It will be busy. It will be glorious. And it most certainly will be a fun time. This is a great time to be a member of the Team Shelby community.

Buckle up,

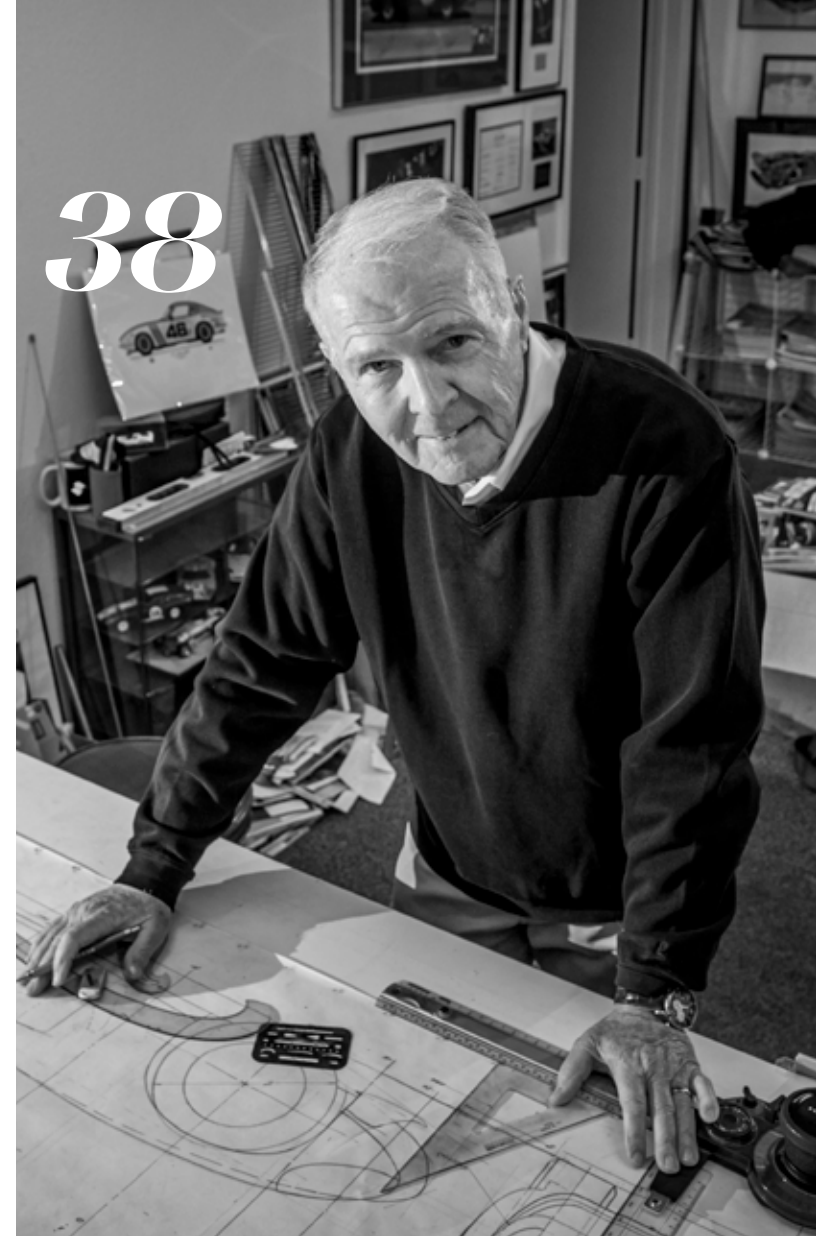
Scott Black

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60 YEARS OF PERFORMANCE

CARROLL SHELBY AND SHELBY AMERICAN /

CARROLL SHELBY is one of the truly great American success stories of the 20th century. Racecar driver, WWII “Flying Sergeant”, philanthropist, automotive entrepreneur and race team owner, he and his company, Shelby American, came to embody the ingenuity, tenacity and grit necessary to be a winner.

After serving as a World War II aviator, Shelby returned home to Texas where he dabbled in various business ventures including a chicken farm. When all his birds

died of limberneck disease, Shelby moved into the cockpit as a career.

Shelby’s first race was at a drag strip in a 1932 Ford. Moving on to road courses, he became a dominant figure on the racing scene. Shelby captured three American national sports car championships, won the 24 Hours of Le Mans and set land speed records at the Bonneville Salt Flats.

When a heart condition caused him to abandon driving in 1960, Shelby turned to racecar design and auto manufacturing. He

first approached Chevrolet with the idea of fitting their V8 motor into the AC Ace chassis. GM turned down what would have been a competitor to their existing sports car.

That led Shelby to approach Ford Motor Company with the idea of building a sports car using the company’s new engine. Ford agreed to supply motors and cash for “Shelby American” to shoehorn its V8 into the tiny Ace roadster. Named the Cobra, it amazed enthusiasts when introduced at the 1962 New York Auto Show.

Developing a competition version of the Cobra, Shelby went racing. In addition to the Cobras, he eventually added Ford GT’s to the team at the behest of Ford. Over the next few years, they won the FIA sports car world championship and captured both two overall and a class win at Le Mans.

“Carroll Shelby was an automotive visionary and leader,” stated Dan Gurney, who was part of the Shelby American racing team and an American legend in the car building racing world. “His West Texas downhome bib overall style had a huge emotional impact on me and when he launched his now legendary Ford powered Cobra team, I found myself a very willing volunteer to lend my driving ability to his quest to take on the established European teams on their home turf.

As part of Shelby American, we managed to win some tremendous races together. His leadership was very unconventional and more powerful than either his friends or competitors ever imagined.”

At the same time, Shelby’s operations turned out the Shelby 289 and 427 Cobras, as well as a line of Mustang-based Shelby’s. He scaled back operations in the late 1960s when new government regulations and insurance rules affected performance car sales.

In 1982, Shelby helped Chrysler enhance performance of their cars. The company turned the K car into a pocket rocket and pioneered a new class of cars. They also created the muscle truck and developed the Dodge Viper, which paced the 1991 Indy 500 with Shelby at the wheel.

In 1988, Shelby laid the groundwork for a limited line of “continuation” big block Cobras. In 1995, he opened a facility in Las Vegas to expand operations. There, he manufactured the Series 1 roadster and added other Cobra models.

In 2005, Shelby entered into an agreement with Ford that involved him in the development of the new Ford GT and led to the reintroduction of several Mustang based Shelby cars, including the Shelby GT-H, Shelby “Super Snake,” Shelby GT and Shelby GT500KR.

“At Ford, Carroll Shelby will always be remembered as an innovator, a performance vehicle legend but most importantly an incredible partner and close friend for more than 60 years,” said Edsel Ford II, member of the Board of Directors of Ford Motor Company and great-grandson of Henry Ford, founder of Ford Motor Company. “The Ford and Shelby collaboration is something that has always been very important to me personally and Carroll will continue to be the inspiration behind our future collaboration that will carry his name. My family and I are honored to have had Carroll as a friend and part of our family. He will never be forgotten.”

An innovator and pioneer, Carroll Shelby achieved an almost mythical status that never diminished. He remained active in the management of each of his companies until his death, even though he endured both heart and kidney transplants in the last two decades of his life. When Carroll passed in

2012, he left a formidable leadership team.

“We were all deeply saddened and felt a tremendous sense of loss for Carroll’s family, ourselves and the entire automotive industry when he passed,” said Joe Conway, co-CEO of Carroll Shelby International and CEO of Shelby American. “There has been no one like Carroll Shelby and never will be. However, we promised Carroll we would carry on, and he put the team, the products and the vision in place to do just that.”

Today, Shelby American builds the best and most exciting American muscle cars on the road, such as the Shelby “Super Snake”, Shelby GT500KR, as well as four models of a Shelby F-150 pickup. It also continues to offer continuation Shelby Cobras, has a burgeoning parts business and offers an impressive line of merchandise.

“Carroll was a visionary who never stopped seeking ways to build faster, better vehicles,” noted Gary Patterson, president of Shelby American. “We follow his philosophy closely in each of the models we build today, the development of our parts business and each of the vehicles scheduled to be introduced over the next few years. The ultimate competitor, Carroll Shelby’s spirit will continue to guide this company for as long as there is a Shelby American.” **S**



MULHOLLAND RUNNING

1966 SHELBY GT350 | SEIJI KISHI /



GROWING UP, I always admired Carroll Shelby and the automotive styling of Peter Brock. My first car was a 1966 GT Mustang convertible, the car that brought me into the world of Mustangs. In 2002, I came across a 1966 Shelby GT350 Carryover, 6S100.

It was one of 252 cars that started life as a 1965 Mustang but were converted to 1966 GT350s. The Carryover's unique combination of the many 1965 "go" features such as lowered front suspension and override traction bars with all of the 1966 "show" features such as rear quarter-windows and side scoops caught my eye.

My enthusiasm for the car started with collecting rare new-old stock (NOS) Ford parts, Shelby parts, and memorabilia. I made it a goal to restore 6S100 to factory concours specifications. I knew I was in for a challenge since concours demands high standards, but I always wanted a national win. Being a member of Team Shelby, Shelby American Automobile Club (SAAC) and the LASAAC, I was lucky to have a wealth of expertise around me, help with locating rare parts, and loads of support.

I had to be on the top of my game to meet the criteria of SAAC's tough judging standards. Hours detailing everything from the exterior, undercarriage, engine, and interior. Getting the correct finishes on the parts the right date codes, and so on. It was a meticulous process, but I enjoyed (almost) every moment of it. After hours of work and a team effort, I achieved my goal. My GT350 won the Gold Award in the concours at SAAC-43. You could say you love your car, but for me, it's more than the car. It's a labor of love. **S**



KING OF THE CASTLE

2015 SHELBY GT / DAVE GOLDBERG /



WHEN THE COMMERCIAL for the 2007 Shelby GT500 came out, I was hooked. That was the commercial where they took the car to Germany to the Autobahn because we did not have any roads here that could handle it. I had always known about Shelby and the cars, but this was my first chance to

really be able to get one. We purchased a 2007 Shelby GT500 that was White with Blue Stripes- just like the one in the commercial.

We took the Shelby to Las Vegas for the Shelby Bash in 2014. While we were there, the new Ford Mustang was unveiled at New York, NY hotel on the bridge on Las Vegas Blvd- it was stunning!

This is when it happened- as Shelby loved to say- “The next one...”

It was then I started making plans- this was going to be special...She started out as a custom order Mustang from Ford with 50th Anniversary trim, in Deep Impact Blue.

I wanted something different- that was done by hand, and not off a manufacturing line which is why I chose the Shelby GT.

Then came the fun part- she was going to Shelby American in Vegas! The first product Shelby offered for the new Mustangs was the Shelby GT, so she was born. First trip was all the Carbon Fiber, suspension, badging and the CSM number. Second trip back was for the performance with 825HP and all the right stuff- built to Super Snake specs, while retaining the Shelby GT lineage- a true Sleeper Snake if you will.

Per Shelby American there were only 16 2015 Shelby GT's built. Going through the build list per Shelby, CSM#15SGT0010 truly is a one of one build. **S**



THE RETURN OF THE KING

SHELBY GT 500 KR /

THE KING OF THE ROAD IS BACK! Based on the world class Ford Shelby GT500, the 2020-2022 KR boasts 900+ horsepower, carbon fiber body pieces, forged aluminum wheels, upgraded suspension, interior and more. The car is extremely limited, only 60 per model year will be available in the US, with 45 to be built overseas.

“Shelby American vice president Vince LaViolette and I were deeply involved with the Ford Performance team for the 2008 Ford Shelby GT500KR program,” said Gary Patterson, president of Shelby American. “We’re committed to ensuring the third-generation model is worthy of the iconic ‘King of the Road’ crown. Our program team includes experts at Ford



Performance and key suppliers, as well as specialists like Shelby GT500 factory development driver Billy Johnson. From its initial design to final performance specs, the Shelby GT500KR will live up to the name.”

This is only the third time in history that a version of the Shelby GT500 has carried the “King of the Road” name. The first time was in 1968 when it was powered by the new 428 Cobra Jet V-8 and equipped with a modified suspension, redesigned front and rear end, custom fiberglass hood and Thunderbird taillights. Ford dealers sold 1053 fastback and 517 convertible Shelby GT500KR Mustangs in 1968.

In 2008, Ford and Shelby brought back the “KR.” Its supercharged V-8 produced 540 horsepower and also included a short-throw shifter, 3.73:1 rear axle and unique wheels, tires and suspension settings. A special composite hood with push button hood pins, unique stripes and badges distinguished the KR. A total of 1,000 cars were produced in 2008 and an additional 712 cars for 2009.

According to LaViolette, “The current Shelby GT500 already has amazing capabilities but we’re taking it to an entirely new level for the extreme driver. We integrated a new supercharger and coolers, then tuned the 5.2-liter V8 to churn out 900 plus horsepower on 93 octane pump gas. The KR has more aggressive adjustable springs, Ford Performance sway bars and a new suspension

tune. The exhaust was reworked to be even bolder and we sliced 30 pounds off with an ultra-light carbon fiber hood that delivers even more cooling. An optional wide body version is even available.”

Each car includes membership in Team Shelby, the worldwide club Carroll Shelby established in 2008, and will be documented in the official Shelby Registry.

“Sixty years ago, Shelby American and Ford Motor Company collaborated on their first car, the Shelby Cobra,” stated Joe Conway, CEO of Shelby American. “That relationship resulted in racing championships, victories over Ferrari at Le Mans and amazing Shelby cars based on the Ford Mustang. Today, we offer a line of Ford-based Shelby trucks and cars and have begun exploring electric vehicles. Every 2022 model year vehicle we build will wear a 60th anniversary badge to symbolize our heritage and bright future, beginning with the Shelby GT500KR.” **S**



“ THE CURRENT SHELBY GT500 ALREADY HAS AMAZING CAPABILITIES BUT WE’RE TAKING IT TO AN ENTIRELY NEW LEVEL FOR THE EXTREME DRIVER. ”



TEAM SHELBY IS THE HEART OF THE COMMUNITY



CARROLL SHELBY envisioned a place where all enthusiasts, regardless of the vehicle they owned, could enjoy it through a community of likeminded individuals. The club he founded in 2008, Team Shelby, is the embodiment of that vision.

“Shelby American certainly represents Carroll’s body of work and the Carroll Shelby Foundation reflects his soul,” said Aaron Shelby, Board Member of Carroll Shelby International and Co-President of the Carroll Shelby Foundation. “Team Shelby has become the heart of the Shelby enthusiast community. Everyone at Shelby is so grateful to Tracey Smith, her crew and the many club members who work hard to make the organization so successful. They unite this community through camaraderie, experiences and the sheer joy of fast motoring. I’m proud to be a member.”

The club is open to all Shelby enthusiasts past and present, including those who own cars built in the 1960s.

“We celebrate Shelby vehicles of every era, from the Shelby Cobras that won world championships in the 1960s to the latest cars to wear the Shelby GT500 and Super Snake badges,” noted Tracey Smith, International Director of Team Shelby. “But ownership of a Shelby is not required. You just need to embrace the spirit of the club. Filled with fun and friends, we strive to create memories that people will treasure forever.”

2022 will be very busy as it will mark the 60th anniversary of Shelby American. The club will support celebrations of this mile-

stone across the globe. These range from the iconic Team Shelby Bash in Las Vegas to VIP Experiences in Monterey, track days in Michigan and even participation at the Le Mans Classic vintage race in France. Unequaled access, celebrity appearances and miles of great driving are hallmarks of Team Shelby events.

Charity fundraising and awareness campaigns are also key parts of Team Shelby.

“Carroll Shelby was deeply committed to supporting charity and that is a cornerstone of the club,” stated Scott Black, a member of the Team Shelby club leadership. “While many of our activities support the Carroll Shelby Foundation and JDRC, club members worldwide raise money and attend events that benefit local charities. Carroll often said that car people were the most generous group in the world and Team Shelby certainly demonstrates that trait.”

The club continues to grow with members and chapters across the US and internationally.

“No other club packs more into its membership than Team Shelby,” explained Smith. “In addition to having chapters and members worldwide to share experiences, club benefits include online Member Forums, an active Facebook community and access to many events such as VIP Experiences, track days, national and regional gatherings, cruises, car shows and more. And best of all, we have so much fun doing it together.”

Check out the club at [teamshelby.com](https://www.teamshelby.com). **S**

SHELBY AMERICAN FACTORY

WHERE SHELBY'S ARE BORN /

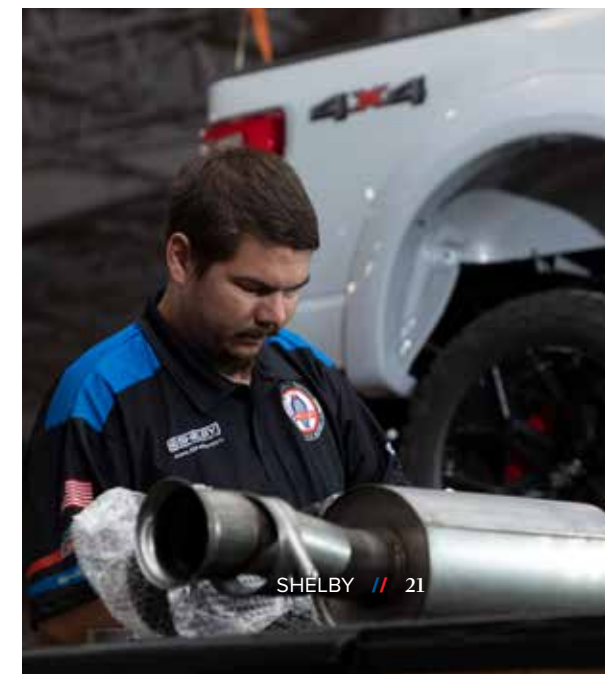


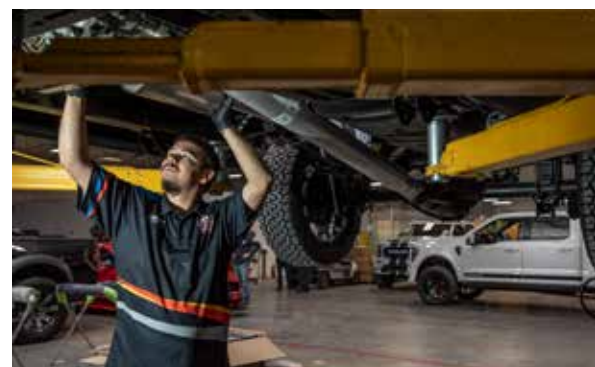
Gary Patterson, President (left) and Vince LaViolette, VP of Operations at Shelby American (right).
"Keeping Shelby moving forward".

WELCOME TO THE SHELBY FACILITY

Las Vegas, It's more than a heritage center, it's more than cool merchandise, this is where Shelbys are born. Lets step behind the magic curtain.

As soon as you enter the factory you are surrounded by work in progress. Shelby staffs around 100 craftsmen. Works starts early as the factory is up to speed by 4 am. Every car is hand built. There are no robots here. When your car arrives, it's first inspected for production and then disassembly begins in preparation for the performance transformation.





If you've ordered a Shelby Super Snake, it will be in production for a few weeks. Your car will move from one work station to another. Engine, suspension, interior, body and paint work all take place here. Each craftsman is responsible for a certain part of your car, Shelby is very much a big family, everyone supports each other and everyone here... is a car person. It's common to see Gary Pattersen the president of Shelby American walking the floor or Vince LaViolette, Vice President of Shelby American Operations, who is involved with every aspect of vehicle development and production. Vince drove for our photo shoots off road and at the track. Shelby is a three dimensional hands on company where everyone is involved.

Maybe you'd like a tour of the factory where you might spot Gary or Vince. You can, just go to Shelby.com to sign up. Come on in folks, let us show you around. **S**



“ EACH CRAFTSMAN IS RESPONSIBLE FOR A CERTAIN PART OF YOUR CAR, SHELBY IS VERY MUCH A BIG FAMILY, EVERYONE SUPPORTS EACH OTHER. ”



SHELBY F-150 SUPER SNAKE



“ THIS IS A TRUCK YOU CAN DRIVE EVERYDAY. THIS IS A TRUCK YOU CAN TAKE ON VACATION, IT’S GOT STRIPES, IT’S GOT SPOILERS, A SUSPENSION THAT LETS YOU HIT THE CANYONS OR THE SUPERMARKET.



THE LIMITED EDITION SUPERCHARGED Shelby F-150 off-roader and the lowered Shelby F-150 Super Snake street pickup deliver unrivaled thrills. Because each has its own unique personality, enthusiasts can drive the Shelby that best matches their lifestyle.

According to Shelby American President Gary Patterson, “Regardless of the model, you drive a Shelby F150 because you want to go faster, turn better and look even cooler.”

Maybe you like getting away on the weekends. Maybe you like to feel the dirt under your tires. Don’t be shy, this offroad

wonder named the Shelby F-150 has All Wheel Drive, is lifted with coil overs and rides on 35-inch tires. Thanks to an optional supercharger that boosts the V8 engine to 775 horsepower, you’ll travel faster than the speed of mud. You can tow things, you can camp, climb over stuff. Your neighbors will wonder why you’re always happy.

“But performance, handling, and style needn’t be uncomfortable,” noted Patterson. “You’ll be sitting on leather seats, with the cool comfort of air conditioning, only stopping to take selfies.”



“ THE F150 SUPER SNAKE FOR THE STREET IS SHELBY ENHANCED WITH OVER 700 SUPERCHARGED HORSEPOWER.



But if you prefer to stick to the street, the Shelby F150 Super Snake with over 775 supercharged horsepower was designed for you. Its roots are in the famous 1960's Shelby muscle cars.

“It's the truck for people who pull up to the stop light, look over at the Lamborghini alongside and get ready,” commented Shelby American Vice President of Operations Vince LaViolette. “When the light turns green, leaving the Italian car behind feels so sweet. That is the moment that puts a smile on your face.”

Yet this is a truck you can drive every day and can take on vacation. It has the stripes and spoilers, along with a suspension that lets you hit the canyons or the supermarket. It has room for your wife, your kids, your dog, and the back still isn't filled up yet.

A limited number of these trucks are built for the US with additional going to select locations worldwide. **S**



SHELBY MUSTANG MACH E





SHELBY AMERICAN shocked the world when it unveiled its Shelby Mustang Mach-E GT concept in 2021.

“Before his passing, my grandfather told me that he hoped to see the future of EV from a performance perspective,” noted Aaron Shelby, Board Member of Carroll Shelby International. “Working closely with the team at Ford, our Shelby Mustang Mach-E GT was built in Carroll’s spirit of innovation as we strive to fulfill his visionary dreams.”

Carroll Shelby even discussed the subject in an interview published by Ford Performance in 2011. “...we’re getting into so many things that I think are interesting,” said Carroll Shelby. “Electric cars, different types of fuel. They’re calling them the ‘green years.’ And I’d like to be around to see how this works out. I’d like to be a part of it.”

Based on the GT model, it has electric all-wheel drive, a bigger motor, wider tires, and extra battery range. The Shelby team focused on reducing weight while adding strength and increasing

performance. Shelby enhanced the aerodynamics for battery cooling and down-force. It has a beautiful interior, and most importantly Shelby Stripes.

We spent the day with the Shelby Mustang Mach E at the track and surrounding neighborhoods. It can be a docile beast but when called on, delivers effortless torque.

As we lapped the track, it kept full composure. The electric all-wheel drive system was balanced and consistent.

“We explored every element to improve function and performance,” explained Gary Patterson, president of Shelby American. “Our concept Mustang Mach-E is a glimpse into a new generation of extraordinary vehicles planned for 2022, alongside our V8 powered cars and trucks.”

After a long day, we plug the car in, software is automatically updated, adapting to your needs. Though the future is approaching fast, Shelby doesn’t need to slow down.

“New materials and technology have given to a new driving experience,” added Vince LaViolette, Shelby American Vice President of Operations. “The Shelby Super Snake still thrives, but picking the kids up should be fun, too.” **S**



“ AFTER A LONG DAY, WE PLUG THE CAR IN, SOFTWARE IS AUTOMATICALLY UPDATED, ADAPTING TO YOUR DRIVING STYLE.

HELPING KIDS IN THE RACE FOR LIFE

THE CARROLL SHELBY FOUNDATION /



AUTO LEGEND CARROLL SHELBY considered his greatest achievement to be the establishment of the Carroll Shelby Foundation (CSF). Shelby, who waited years before receiving his transplant, was keenly aware of the difficulties and expense involved in heart surgery and the often-lengthy process to locate a suitable donor organ. He created the Foundation while he was waiting for a heart transplant in the hospital because he realized that many needy children would have their lives cut short without some type of financial assistance.

“Carroll Shelby was inspired by the many children in the organ transplant ward while he was waiting for a heart,” said Neil Cummings, co-President of the charity. “He vowed to help them in their race for life, which is why he established the Foundation.”

The organization was initially dedicated to helping provide acute coronary and kidney care for young people who share many of the same afflictions. In 2009, the Foundation expanded its reach to help kids from their first heartbeat through their education years. Today, the charity is dedicated to providing medical assistance for those in need, including children, educational opportunities for young people through automotive and other training programs and benefitting the Shelby Automotive Museum.

To date, the Carroll Shelby Foundation has helped numerous youngsters undergo major coronary surgeries and aided charities and kids worldwide raise money for their own fundraising campaigns. In addition to providing seed monies to launch healthcare programs and facilities, the Foundation provides grants to organizations conducting research in the fields of coronary and organ transplant management.

CSF has donated money to the Children’s Organ Transplant Association, The Eli Home, and children’s hospitals across the country. The charity has supported non-profits with donations of items and promotional activities; those organizations include JDRF and Cruise for a Cure.

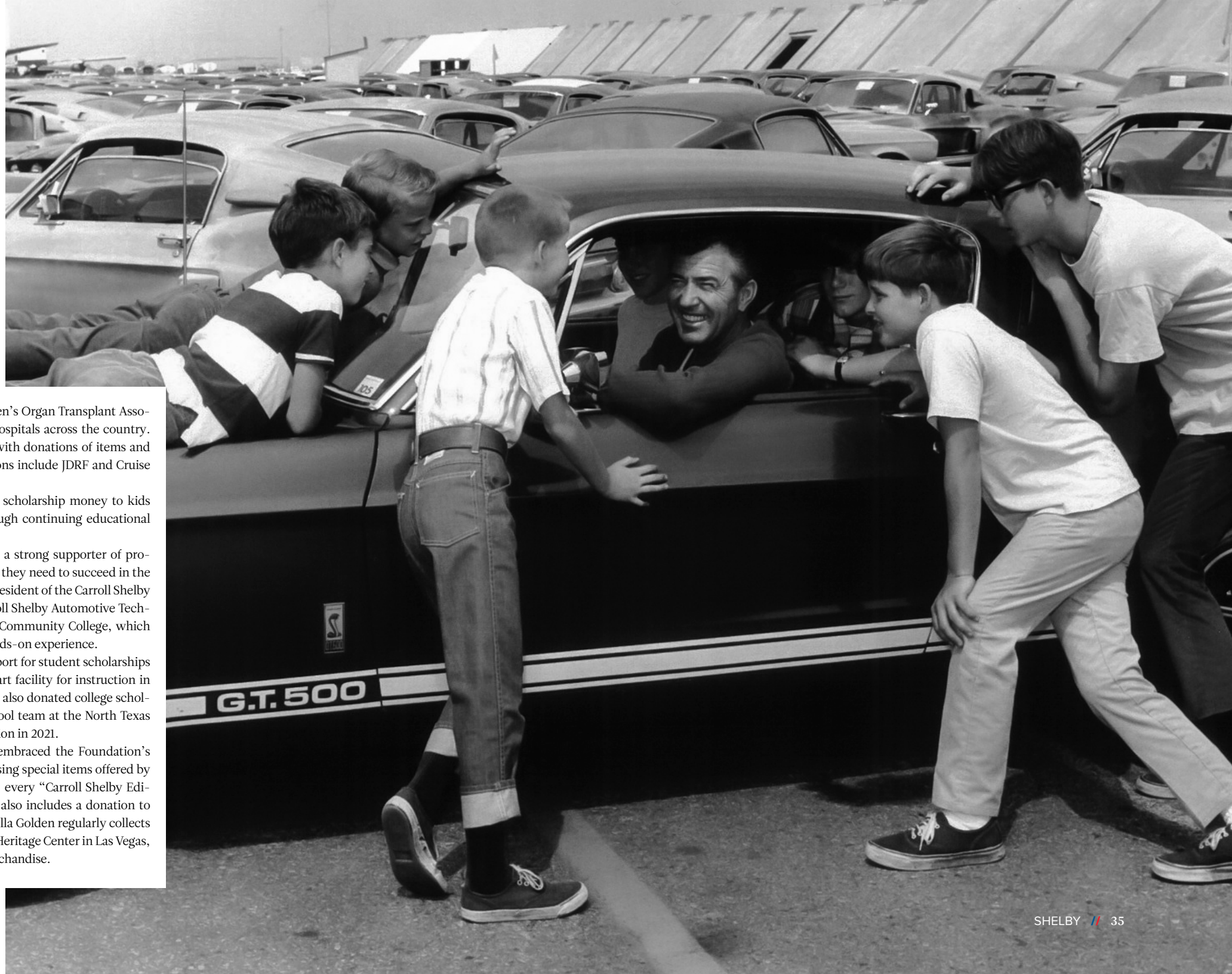
In addition, the Foundation provides scholarship money to kids dedicated to enhancing their lives through continuing educational opportunities in the automotive field.

“My grandfather, Carroll Shelby, was a strong supporter of programs that teach young people the skills they need to succeed in the auto industry,” said Aaron Shelby, co-President of the Carroll Shelby Foundation. “He helped create the Carroll Shelby Automotive Technology Program at the Northeast Texas Community College, which combines classroom instruction and hands-on experience.

CSF provides significant financial support for student scholarships and educator salaries at a state-of-the-art facility for instruction in automotive and body repair. The charity also donated college scholarship funding to the winning high school team at the North Texas Automobile Dealers Auto Tech Competition in 2021.

The enthusiast community has also embraced the Foundation’s mission by donating money and purchasing special items offered by Shelby American and CSF. For instance, every “Carroll Shelby Edition” vehicle built by Shelby American also includes a donation to the charity. And Managing Director Rafella Golden regularly collects donations from the public at the Shelby Heritage Center in Las Vegas, as well as through the sale of special merchandise.

Carroll’s legacy lives on. **S**



AARON SHELBY

*BOARD MEMBER, CARROLL SHELBY INTERNATIONAL AND
CO-PRESIDENT, CARROLL SHELBY FOUNDATION /*

SIXTY YEARS AFTER the first Shelby Cobra, its “DNA” can still be found in every vehicle from Shelby American. It is also represented through the vigorous involvement of his grandson, Aaron Shelby. A member of the Board of Carroll Shelby International and co-President of the Carroll Shelby Foundation, Aaron is deeply involved in both the business and enthusiast community.

Aaron was born and raised primarily in Dallas, Texas, and graduated from Highland Park High School in 1990. He earned a Bachelor of Science in Commerce - Finance from Santa Clara University in 1994. He then started as a credit analyst at Inwood National Bank in Dallas.

Aaron then elected to operate his own business, Mr. Bracket. This was an automotive accessories distribution company that sold into automotive aftermarket retailers from 1999 - 2003. After selling Mr. Bracket, Aaron joined LegacyTexas Bank in order to represent the family's interest in the bank on a daily basis. As his father Patrick had been Chairman since the late 1980's, Aaron was excited to continue the family's legacy of association with the bank.

Currently, Aaron is DFW Area President at Prosperity Bank in Texas. In addition to banking, Aaron operates the Shelby family's timber business in East Texas.

Aaron actively works with Ford Motor Company on behalf of Shelby American to develop new vehicle programs. He is also popular within the enthusiast community, often attending Shelby American and Team Shelby events worldwide. He has been a key part of the charity his grandfather established, the Carroll Shelby Foundation. A diehard motorsports fan, he follows F1 and regularly drives performance cars when his busy schedule permits. **S**



BE BRAVE

PETER BROCK /

A WRITER WRITES, a painter paints and a designer designs. Peter Brock has been designing for 70 years. At age 19, he was in Bill Mitchell's General Motors studio designing the 1963 Corvette near a sign on the wall that said "Be Brave". Bill, who Peter described as brilliant, showed the designers a picture of Alfa Romeo's Disco Volante for inspiration

Peter studied German aerodynamics of the 30's and 40's. While he didn't understand German he understood the drawings. He applied these principles to the Shelby Cobra Daytona Coupe; the car gained 25 miles per hour to hit 200mph down the straights, helping win the World Championship in 1965. Jim Marietta of the Original Venice Crew (OVC) and an employee of Shelby American that year, describes how: "Peter designed everything. He designed our shirts and uniforms. We were the best dressed team out there."





“ PETER’S DESIGN OF THE DAYTONA COUPE BECAME FAMOUS FOR WINNING THE 1965 WORLD CHAMPIONSHIP. ”

Even today, Peter has improved the continuation 1965 Shelby GT350’s from OVC with a small chin spoiler for better aerodynamics.

Peter created BRE (Brock Racing Enterprises) with his winning Datsun 510 team, beating the Alfa’s and BMW’s. Working with Superformance, Peter created the evolution of the Shelby Cobra Daytona Coupe with advanced suspension, better aerodynamics and more usability. With his new Daytona Coupe, he needed a trailer... so he designed it. And not just any trailer. It is a completely aerodynamic aluminum trailer that increases the stability



of the towing experience, like a tail on a kite. It earned immediate success, leading Peter and his wife and business partner Gayle to create Aerovault, the racecar of trailers.

Peter’s office is filled with his oversized drafting board, which he prefers to computers. A room downstairs is filled with Peter’s history including a garage containing his cars and a special place for his clay modeling. Next to it is the Aerovault factory, where chassis are fabricated and bodies put together. This is design in motion. Peter shows no sign of slowing down. Peter is inspiration. Be inspired. **S**



SEGERSTROM

SEGERSTROM EVENT CENTER /



“THE MUSEUM IS ABOUT GIVING BACK, ALL OF OUR NET PROCEEDS GO TO THE SHRINERS FOR CHILDREN MEDICAL CENTER IN PASADENA, THE CARROLL SHELBY FOUNDATION, AND THE KATHY IRELAND FOUNDATION.”



TED AND RAE SEGERSTROM opened their Segerstrom Event Center in October of 2021. We had a storage facility for the cars, friends told us we really should do something with all of them, so we did. We found a building and created the museum. Rae laughs, it really has been a quest of just trying to find a car they can drive that got out of hand..

According to Rae, “Ted got his first Mustang from his sister, a 1972 Mach 1. He loved that car. Then this little thing called life happened, he started a family. He sold the Mach 1. Years later he got a 67 Mustang, then found a 68 KR convertible. When restoring it, he found it to be a 1 of 1 car... too valuable to drive, then during

the restoration he found another 68 KR that turned out to be its twin; the cars traveled down the assembly line together. We picked it up... now we have 96 cars that are too valuable to drive. We have the very first 1968 Shelby GT500KR, and yes, too valuable to drive. We just found a 1968 GT500KR Hertz car that’s being restored now. It’s the only one, we couldn’t say no. I wonder how we’re going to drive it. We just always seemed to be at the right place at the right time.

Ted and I do have a pair of 2013 Shelby GT350’s, Red and Blue, one for each of us. These we drive.”

We hear that Jay Leno wants to come

down, but Jay wants to drive the cars... Rae says she’s afraid to turn Ted and Jay loose in a car... boys will be boys you know.

Rae said, “We’d like to have ‘car starting day’ since the cars sit. They need to be started, motors warmed up, fuel gets used, it’d be fun to spend the day hearing the motors.

Most importantly, the museum is about giving back. All of our net proceeds go to the Shriners for Children Medical Center in Pasadena, the Carroll Shelby Foundation, and the Kathy Ireland foundation. It’s about helping the kids.

We love our cars, sharing and telling the stories. Come join us, and maybe we’ll even start one for you.” **S**

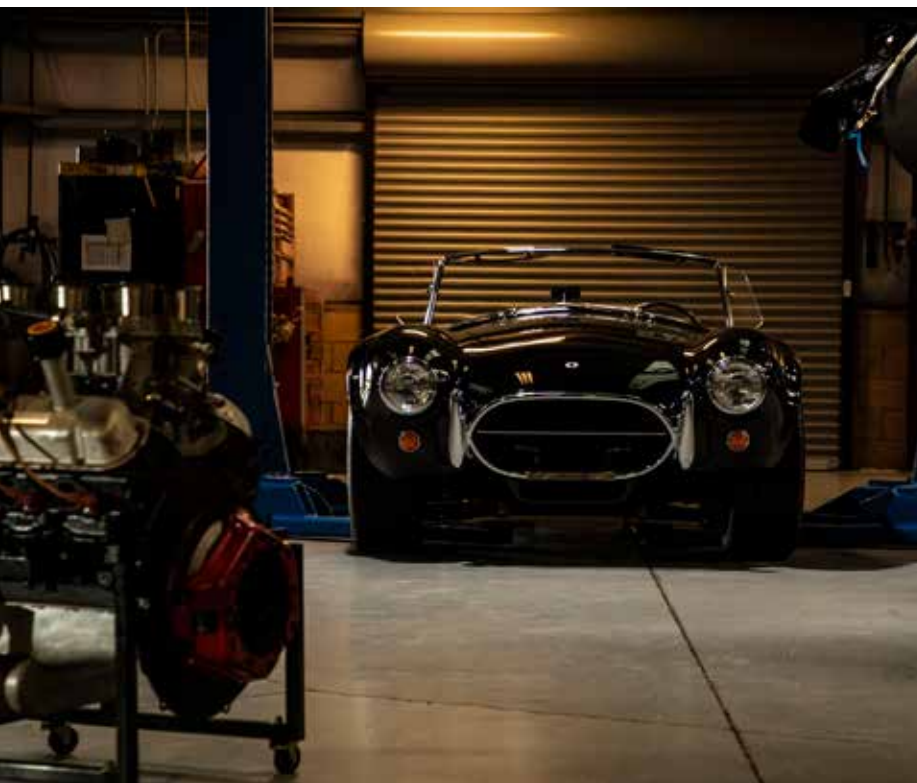


COBRA EXPERIENCE





“ IN CREATING THE MUSEUM, IT IS ALLOWING US TO SHARE THE LOVE AND PASSION FOR THESE CARS WITH THE NEXT GENERATION.



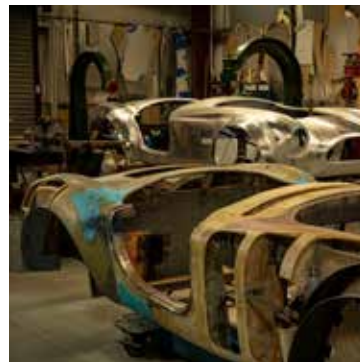
IT WAS 1972, Drew Serb had the choice of a big block Corvette or a small block Cobra. Making that difficult choice is what started the Cobra journey. It's not only a real passion for the Cobra itself, but it's created lifelong friendships, and a need to share the wonderful experiences we've had with the cars themselves. Drew's daughter Emily runs the museum and keeps everything in check. Currently we are the self-appointed ambassadors to tell the world that Shelby was the only guy to win the World Manufacturer's Championship for the USA ever! No one had done it prior, and no one has done it since. The passion has grown from a part time hobby to a full-time commitment.

The Cobra Experience is a non-profit museum committed to the promotion, conservation, education and preservation of the cars produced by Shelby American. In creating the museum, it is allowing us to share the love and passion for these cars with the next generation. In 2005 this



journey grew into a restoration shop with five full time people working to restore original Cobras. Most people don't realize that the original cars are hand built from .050 aluminum and takes nearly 1000 man hours to completely restore one. We don't rush, we take our time, we have wooden bucks, old English wheels, we do it just like they did back in the day. The facility is really a window to the history of the Cobra, with only 998 original Cobra's made, you can understand the magic. **S**





“ **THE COBRA EXPERIENCE IS A NON-PROFIT MUSEUM COMMITTED TO THE PROMOTION, CONSERVATION, EDUCATION AND PRESERVATION OF THE CARS PRODUCED BY SHELBY AMERICAN.** ”



(Clockwise from bottom left) Drew Serb / founder, curator, and restorer The Cobra Experience, Emily Lambert / Managing Director The Cobra Experience, Restoration facility, Museum



THE KIDS ARE ALRIGHT

JIM MARIETTA / ORIGINAL VENICE CREW /



Jim Marietta and Ted Sutton, The Original Venice crew



WE PULL OUT OF SHELBY and he mashes the gas pedal, I have my eye to the lens, I'm afraid to look, the acceleration is loud and hard, snatching the gears, 1, 2, 3, ...

I can barely hold myself up to shoot... I feel the speed.. then slowing as we approach the traffic light. I take a breath, wow. I'm riding with Jim Marietta, part of the Original Venice Crew in one of the 460 horsepower continuation Shelby's prototype, it weighs nothing, there's no carpet, this is all car. He's grinning from ear to ear.

These continuation Shelby's are built by the original crew that

first created them at the 1042 Princeton Ave facility in Venice. This is living history. These are the guys. Peter Brock, Ted Sutton, Jim Marietta. This is the only historic vehicle in the world that is hand assembled by the original crew. They start with a K Code Mustang chassis and turn it into an honest to goodness Shelby. Every Shelby was unique back then, we were changing the cars everyday, improving, modifying, evolving them. The first car had riveted windows, we ran it and didn't like it, I drilled out the rivets, put in a sliding window, but it stuck a little... Jim laughs, customers



“AFTER WE MAKE YOUR CAR, RICK TITUS AND JOHN MORTON WILL TAKE YOU TO WILLOW SPRINGS RACE TRACK FOR THE DAY SHOWING AND TEACHING YOU WHAT IT WILL DO.”



come and want a Shelby, but “Which Day”? Carroll would sell the same car 5 times... We hired painters from the corner and had them mixing paint, we needed parts... we went to the hardware store on the corner. Need a larger opening in the core support.. get my hacksaw. We were learning as we went along. These Continuations are the evolution from years of experience. Today we are making the Shelby cars the way they should be. After we make your car, Rick Titus and John Morton will take you to Willow Springs race track for the day showing and teaching you what it will do. Probably the hardest part of ownership is convincing your wife you need a Shelby. If that part is done... What are you waiting for? **S**



SNAKE CHARMER

SHELBY SUPER SNAKE /





ONE. YES, JUST ONE. Only one Shelby Super Snake was made in 1967 to set records on the track for new street tires.

Fast forward going on 5 decades and Shelby is still dedicated to creating a car equally capable on the track and street. One that offers the best of both worlds. A car designed for purpose, for the weekend warrior. Powered by over 800 horsepower, yet safe enough to make pizza runs.

After supercharging and tuning the V8, Shelby focused on suspension and brakes. Then they did their homework, making the car the most tested vehicle in the Shelby line up. The Super Snakes have adjustable castor and camber plates making the suspension tunable for any application.

That is why 60 % of the Shelby Super Snakes show up for club events. And for those who want to really learn, there is a Team Shelby Bash in Las Vegas annually. It is where Shelby shows owners how to enjoy their cars on the track.

We rolled into Spring Mountain where the Team Shelby Bash has been held the past few years. We lapped with ease, enjoying plenty of power and traction, held tightly in the leather stitched seats. It's incredible how comfortable this race car can feel. The kick from the supercharger lets you feel all the power under the hood. Feeling mischievous? Mash the throttle and you'll light up the Michelin Super Sports. Within moments, you'll be hidden by billows of white smoke.

The latest Super Snake is based on what Shelby American calls a "square car" concept with 305 tires at each corner underneath steel rear and aluminum front quarter panels. If you still want a little extra, Shelby offers a wide body that is 1.5 inches broader in the rear to fit 345 tires, an even stronger Brembo brake package and even a 1000+ horsepower option. Talk about sheer bragging horsepower!

At the end of an adrenaline filled day, we brought the thoroughbred back to the trailer to load next to the Shelby Mustang Mach-E GT. Sitting nose to tail you can see the Shelby influence. They are different, but the common performance DNA runs deep. The future looks bright at Shelby.... **S**



READY FOR MY CLOSEUP

SUPERFORMANCE / HILLBANK /

SINCE 1992, SUPERFORMANCE has been recreating specialty custom cars. Superformance, dba Shelby Legendary Cars, is officially licensed to recreate Carroll Shelby's dream. Original CSX numbered 289's, 427's, Daytona Coupes and GT40's are all part of the Shelby Legendary Cars collection of supercars available today. Ford vs. Ferrari put them in the eye of the camera (and the public), reminding us once again of what made Shelby so great. These are stunning roadsters and coupes, built the way you want. The sports cars start as a rolling chassis, giving you the choice of motor and transmission. With a limited number of original Shelby Cobras trading at multi-million dollar price tags, why not get the next best thing? Are you ready for your close up? **S**





**“ THESE ARE STUNNING CONTINUATIONS,
BUILT THE WAY YOU WANT.**



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EVENTS

2022 EVENTS THAT WILL CELEBRATE SHELBY AMERICAN /

JANUARY

- Shelby & Cobra Days – Los Angeles, CA (Jan. 15-16)
- Team Shelby Barrett-Jackson Experience – Scottsdale, AZ (Jan. 27-29) Team Shelby VIP Experience

FEBRUARY

- “For the Love of Shelby” Show – Brooksville, FL (Feb. 12-13)
- Carroll Shelby Technology Tribute – Los Angeles, CA (Feb. 26)

MARCH

- Taste of Motorsports – Mesa, AZ (March 19 & 20)
- Cobra Experience “Continuing the Legacy” Shelby Reunion – Martinez, CA (March 26)

APRIL

- Fabulous Fords – Irwindale, CA (April 24)
- Team Shelby Mustang Anniversary Weekend – Houston, TX (April 22-24)
- Team Shelby Bash – Las Vegas, NV (April 29 - May 1)

MAY

- ShelbyFest – Jefferson City, MO – (May 4 – 7)

JUNE

- Team Shelby East Coast Nationals – Pennsylvania area (June 2-5)
- Carlisle Ford Nationals – Carlisle, PA (June 3-5)
- Cobra Day -Cobra Experience in Martinez, CA (June 4)
- Team Shelby North Texas Weekend – Plano, TX (June 9-11)
- Mid-America Ford and Shelby Nationals – Tulsa, OK (June 15-19)

JULY

- Pittsburgh Grand Prix – Pittsburgh, PA (July 10-24)
- Shelby Mountain Run – Robbinsville, NC (July 14-16)
- Mustang Week – Myrtle Beach, SC (July 29-30)
- Taste of Motorsports – Fontana, CA (July 30-31)

AUGUST

- Ford Fest – Sonoma, CA (Aug. 5-7)
- Team Shelby VIP Experience – Monterey, CA (Aug. 17-21)
- Mohawk Track Experience – Gingerman Michigan Track (Aug. 16-18)
- Woodward Dream Cruise – Detroit, MI (Aug. 20)
- Taste of Motorsports – Portland, OR (Aug. 27-28)

SEPTEMBER

- Team Shelby Mountain Region Nationals – Boulder, CO – Sept. 2-4
- Kansas City Air Show featuring the Snake Charmer Super Snake (Sep. 2-4)

OCTOBER

- American Speed Festival - M1 Concourse in Detroit featuring Shelby (Sept. 29-Oct. 2)
- Cobra Experience Shelby Spin – Nor Cal (Oct. 8-9)

DECEMBER

- Team Shelby Florida Track Day – Daytona, FL



OWN AN ORIGINAL. OWN THE LEGACY.

The Original Venice Crew is offering a limited number of their popular 1965 Shelby GT350 “OVC Competition Model” sports car. Only 36 of these OVC C/Ms will be built, each incorporating the original aerodynamic enhancements designed by Shelby American designer Peter Brock.

Each OVC C/M is built at the Shelby facility in Los Angeles, just as Carroll and the OVC team did in 1965. This will be the last chance to own an original Shelby Mustang built by members of the original Shelby American crew. Only a handful of these limited edition builds are still available.

Learn more and place your order at www.OVCMustangs.com



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SHARE YOUR ENTHUSIASM

Through the Ford Special Vehicle Registry

Registering your iconic Mustang on the Ford Special Vehicle Registry (FSVR) is free, only takes a few clicks, and delivers a pony car full of benefits. But above all else, it's about gaining deeper access to the ever-growing Ford enthusiast community through shared connections, stories, memories and learnings.

- Get VIN-verified, original build information relating to your vehicle (For Mustang Model Years 1966-2021)
- Enhance legitimacy/authenticity of your iconic Ford vehicle
- Gain nationwide access to Ford enthusiast events and club information
- Receive invitation(s) to special Ford-sponsored events
- Learn/share information with owners of vehicle(s) like yours
- 48 of 50 States represented on FSVR
- All 57 model years represented on FSVR
- 96% of those on FSVR today would recommend the registry to others



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