



FORD UNVEILS TRIO OF VEHICLES FOR NEW YORK AUTO SHOW, INCLUDING MOST POWERFUL MUSTANG AND F-150

- New, limited-edition vehicles developed with hip hop guru Funkmaster Flex and hot rodder Chip Foose will join the 2008 Ford Shelby GT500KR – the most powerful Mustang to ever – at the 2007 New York International Auto Show.
- 2008 Ford Shelby GT500KR roars to life in spring 2008.
- 2008 Ford F-150 Foose Edition hits the streets in fall 2007.
- 2008 Ford Expedition Funkmaster Flex Edition to launch in fall 2007.
- Ford's customization business continues to grow: up 50 percent in 2006.

DEARBORN, March 30, 2007 – Ford unveiled three new limited-edition models today – the Shelby GT500KR, the F-150 Foose Edition and the Ford Expedition Funkmaster Flex Edition – all of which will be make their public debut at the 2007 New York International Auto Show. The trio of vehicles, including the most powerful pickup and most powerful Mustang ever from Ford, demonstrates how the company is leveraging key partnerships to create exciting new products.

“Marrying great Ford products like Mustang, F-150 and Expedition to strong partners like Shelby, Foose and Flex creates vehicles that are irresistible to customers who want to make the boldest statement they can,” said Cisco Codina, group Vice President of North America Marketing, Sales and Service. “We are seeing more demand for special wheels and accessories and, of course, from-the-factory packages like the new Eddie Bauer Taurus X and Harley F-150s.”

Ford research indicates that 62 percent of full-size pickup truck buyers purchase accessories for their vehicles, and 73 percent buy parts through their dealer. Truck buyers spend an average of \$1700 in accessories. Roughly 30 percent of crossover utility vehicle buyers purchase accessories, and they are more likely to make accessory purchases at the dealership.

Ford's overall customization business grew 50 percent in 2006 and could potentially double its business again in the next two years, driven by factory-customized products and a hard focus on wheels, appearance packages and electronics such as DVD players and navigation systems.



“This is really a fashion industry,” says Peter MacGillivray, vice president, Marketing and Communications for the Specialty Equipment Market Association (SEMA). “Consumers want to put their personal stamps on everything they buy – from personalized rings to build-a-teddy-bear – and everybody knows that ‘you are what you drive.’”

2008 Ford Shelby GT500KR (see release below):

Launching next spring, the 2008 Ford Shelby GT500KR model features a 5.4-liter supercharged V-8 with a Ford Racing Power Upgrade Pack that boosts engine output to an estimated 540 horsepower.

Produced in a limited edition of 1,000 units, the Shelby GT500KR coupe comes with a custom carbon composite hood with scoops and stainless steel twist-down hood pins, a lower front air dam with chrome-trimmed functional brake ducts and large 14-inch Brembo front brakes. The suspension has been modified with an emphasis on race-inspired handling.

Drawing inspiration from the classic 1968 KR model, the Shelby GT500KR also features 40th Anniversary exterior badging, unique striping and a distinctive interior with Carroll Shelby-signature embroidered seats and a 40th Anniversary numbered dash plaque.

2008 Ford F-150 Foose Edition:

Hitting the streets this fall is one tough boulevard cruiser – the 2008 Ford F-150 Foose Edition styled by custom street rod designer Chip Foose.

Lowered, but looking even more hunkered down thanks to its big 22-inch wheels, the special Foose F-150 sports bold racing stripes that start at the edge of the hood and then thin out over the front fenders to run the length of the vehicle only to widen again at the tailgate.

Planned for an initial run of 500 units, Foose gave the F-150 a new grille with horizontal bars as well as rocker moldings to further help lower the vehicle visually while the cab is accented by Chip Foose signature headrests and floor mats, a unique leather-wrapped center console and a Foose-designed serialization plate showing the VIN and build-sequence numbers.



Powering the Foose Edition F-150 is a 450-horsepower supercharged Triton V8 that puts out 500 foot-pounds of torque at 4,000 rpm, making it the most powerful Ford F-150 since the 2004 Ford SVT Lightning. When it hits the streets, it will be the most powerful half-ton pickup on the market.

2008 Ford Expedition Funkmaster Flex Edition:

Coming to dealer showrooms this fall, the 2008 Ford Expedition Funkmaster Flex Edition turns the hot Expedition concept vehicle created by hip hop DJ Funkmaster Flex into a limited-production, short wheelbase SUV.

The Expedition FMF will sport a two-tone Colorado Red-and-Black paint scheme with Orange pinstriping and special chrome badging, a custom front fascia with integrated fog lamps, side skirts, rear fascia and 20-inch chrome-clad aluminum wheels.

Inside, a matching Colorado Red instrument panel, console bezel, shifter and switch bezels blend with four leather captains chairs with red stitching, FMF red logo headrests, and a red-stitched steering wheel. Rounding out the package is an exclusive numbered dash plaque signed by Funkmaster Flex and SIRIUS satellite Radio.

The Expedition FMF Edition also sports a 340-watt Audiophile™ Sound System, MP3 player audio jack, Powerfold™ third-row seating, heated and cooled front seats and an optional navigation system, power liftgate and rear-seat DVD entertainment system.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With more than 280,000 employees and more than 100 plants worldwide, the company's core and affiliated automotive brands include Ford, Jaguar, Land Rover, Lincoln, Mercury, Volvo, Aston Martin and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.fordvehicles.com.

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MORE MUSTANG POWER: FORD SHELBY GT500KR ‘KING OF THE ROAD’ RETURNS IN 2008

- Celebrating the fortieth anniversary of the original Shelby Cobra GT500KR, Ford and Shelby collaborate on a new “King of the Road” Mustang with the 2008 Shelby GT500KR.
- Shelby GT500KR features an estimated 540-hp 5.4-liter supercharged V-8 with a Ford Racing Power Upgrade Pack, 3.73:1 rear axle ratio, short-throw shifter, and unique suspension tuning.
- Exterior design draws inspiration from the classic Shelby KR Mustangs and features unique carbon composite hood, wheels, and special 40th Anniversary badging and unique striping.
- Shelby GT500KR arrives in spring 2008 in an exclusive run of only 1000 units.

DEARBORN, March 30, 2007 - “I’m proud to once again be a part of an historical moment, bringing back the ‘King of the Road’ Mustang, and collaborating with Ford SVT and Ford Racing” said Carroll Shelby. “I’m committed to continuously upping the ante when it comes to performance, and it’s great to be doing it with Ford.”

“The return of the Shelby GT500KR further establishes Mustang as the true king of the pony car segment,” said Robert Parker, manager of Ford Car Brand. “With the unveiling of the new KR we are staying true to the promise we made our loyal Mustang fans to continue Mustang’s prowess by bringing new, exciting and more powerful Mustangs to market.”

Forty years ago, at the 1967 New York Auto Show, Ford introduced the most powerful Shelby Mustang ever. Like every Mustang that bore the name ‘Shelby,’ the GT500KR carries with it its own unique story.

The 1968 Shelby Cobra GT500KR was a mid-year introduction, based on the 1968 Shelby GT500. Ford added ‘Cobra’ to the Shelby’s moniker to help usher in the beginning of a new performance era at the company. The Cobra name referred to the new 428 Cobra Jet V-8 that was planted under the KR’s custom fiberglass hood. It was the engine that would once again vault the Mustang to the head of the pack.



Ford conservatively rated the 428 CJ at 335-horsepower, but in reality it made more than 400-horsepower and 440 pounds-feet of torque. The KR model was also equipped with a modified suspension and was offered both in fastback and convertible models. Ford dealers sold 1,570 GT500KR models in 1968, 1053 fastbacks and 517 convertibles.

While the name “King of the Road” may have been the perfect fit for the world’s most powerful Mustang, it also provided Shelby the chance to steal the thunder from cross-town rival General Motors. As the legend goes, Shelby learned that GM was planning to introduce a high-performance model and call it “King of the Road.”

Since he had always wanted to use the name, and as one to never miss an opportunity, Shelby set his organization in gear, registering the name and designing new badging for the Cobra Jet-powered Mustang, christening it the GT500KR, and bringing Ford’s “King of the Road” to market before GM ever got a chance to apply the name to their product.

Thoroughbred Pedigree

Just like its 1968 namesake, the 2008 Ford Shelby GT500KR builds on the strong foundation of the current Shelby GT500, packing 40 more horses under its custom-designed carbon composite hood and crowning it the most powerful production Ford Mustang ever produced.

The modern Shelby Mustang line-up started with the 2007 Shelby GT500 coupe and convertible. With the recent launch of the 2007 Shelby GT, the 2008 Shelby GT500KR becomes the third production high-performance Mustang brought to market through the relationship of Shelby Automobiles and Ford. Ford and Shelby Automobiles also partnered up with Hertz to produce a special limited run of 500 Shelby GT-H “rent-a-racer” Mustangs available only for rent.

The 2007 Shelby GT500 has been one of the most successful vehicle programs in the 14-year history of Ford Special Vehicle Team (SVT) and that success has opened the door for more performance collaborations with Shelby Automobiles and Ford Racing. Working together, these three performance powerhouses are driving Mustang momentum on the street and on the racetrack. Dealers cannot keep the cars on their lots, customers are clamoring for more, and racers are bringing home championships.



Shelby Mustangs have already achieved some impressive highlights showcasing an enthusiast demand that is unmatched in the business:

- The first 2007 Shelby GT500 available to the public sold for \$600,000 dollars at the 2006 Barrett-Jackson Collector Car Auction in Scottsdale, AZ benefiting the Carroll Shelby Children's Foundation.
- 2007 Shelby GT VIN#1 also went for \$600,000 at charity auction, this time at the 2007 Barrett-Jackson Collector Car Auction (and the winning bidder also took the opportunity to purchase VIN#2 at MSRP).
- Shelby GT-H coupes auctioned off to Ford dealers after completion of Hertz rental duty consistently average \$50,000, with high auction bids of \$90,000.

The Shelby GT500KR will be produced in an exclusive run of 1000 units and will begin arriving in Ford dealers in the spring of 2008.

Crowning the New “King of the Road”

Doug Gaffka, Ford SVT chief designer, and his team worked closely with Carroll Shelby and the Shelby team to make certain the new KR was crafted in the spirit of the original Shelby muscle car.

“This was a great effort between Ford and Shelby Automobiles,” said Gaffka, “The Shelby team and I were in constant contact melding Carroll’s classic design cues with some modern concepts and ideas and finessing them into the design of the new KR.”

Gary Davis, vice president of production and product development for Shelby Automobiles, played a key role in defining the look of the custom designed carbon composite hood for the GT500KR. His knowledge of the original GT500KR helped sculpt a modern interpretation of the original’s bulging hood scoop, a visual indication of the extra horsepower packed beneath it. The hood is secured by a pair of stainless steel, twist-down hood pins. The composite front valance houses a pair of chrome-trimmed, functional brake ducts to cool the large 14-inch, vented Brembo front brakes.

Side stripes are true to the original KR right down to the font used for the ‘GT500KR’ lettering, while the classic LeMans-style striping that races down the center of the car have been deleted between the leading forward edge of the hood scoops and the front of the hood, accenting the scoops and giving the KR its distinctive face.



“That was Shelby’s idea,” said Gaffka. “It’s a special touch that adds some down-the-road differentiation. There will be no doubt that it’s a ‘King of the Road’ Mustang that’s filling up your rearview mirrors.”

The show car wears exclusive, Shelby-designed 20-inch, forged, polished aluminum wheels with special custom center caps, mounted on Pirelli rubber. Production models will receive with an 18-inch version of the design.

Each KR model is identified by special 40th Anniversary KR badges on the fenders and grille, distinctive body colored mirror caps and Shelby lettering stretching across the front of the hood and along the rear portion of the deck lid. A special Shelby VIN tag is affixed to each vehicle, mounted in the engine compartment.

The all-leather interior features Carroll Shelby signature embroidered headrests and an official Shelby CSM 40th Anniversary GT500KR dash plate mounted at the top of the center stack.

The KR’s 5.4-liter V-8 Gets the Royal Treatment

Just like its namesake, the 2008 ‘King of the Road’ packs a walloping dose of Ford performance power under its massive composite hood scoop. The Ford SVT-engineered 5.4-liter supercharged V-8 is treated to a Ford Racing Power Upgrade Pack that boosts horsepower to an estimated 540 and torque to 510 ft.-lbs., thanks to revised ignition and throttle calibration and a cold air intake system that replaces the stock unit.

Calibration modifications include advancing the ignition timing as well as re-mapping of the electronic throttle settings to provide quicker throttle response for better off-line and mid-range acceleration. Increased throttle response will be met with a sharper roar from the Ford Racing-inspired exhaust system.

Power is delivered to the rear wheels through a Tremec TR6060 six-speed manual transmission and 3.73:1 rear axle ratio, upgraded from the standard GT500’s 3.31:1. Gear selection is courtesy of an all-new Ford Racing short-throw shifter making its debut on the KR. Topped with a white ball, the new shifter is 25 percent shorter than the unit on the GT500 providing for crisper, sharper shifts.



Ford SVT, Ford Racing and Team Shelby worked together to develop the KR's suspension tuning. Based on initial work by Ford Racing and the team at Shelby, often at Shelby's own facility on the grounds of Las Vegas Motor Speedway, Ford SVT chassis engineers will apply fine tuning techniques to prepare it for the streets.

"The production Shelby GT500 was maximized to deliver the perfect balance between ride and handling," said Jamal Hameedi, chief nameplate engineer, Ford SVT. "In that same ride versus handling continuum, the KR will lean heavier towards all-out handling while still making it drivable on the street."

Chassis engineers worked closely with the engine department in a holistic approach to the development of the KR, tuning the suspension to best optimize the engine enhancements.

"We aren't fixing our attention on one or two attributes, but working on the vehicle as a whole," concluded Gary Davis of Shelby Automobiles. "The throttle response, power delivery, exhaust note, and handling should all gel together to deliver a total driving experience."

The KR will feature unique spring rates, dampers, stabilizer bars, and strut tower brace, all designed specifically for the KR, to deliver the precision handling package.

Mustang Momentum Cannot be Stopped

Unwilling to wait for the impending pony car war to heat up, Ford is extending Mustang's leadership position by feeding the enthusiast demand for more models, features, performance parts, and special editions. Ford has committed to at least one new Mustang 'feature' vehicle per year. For 2007, it is the Shelby GT, and for 2008, there will be at least two including the Shelby GT500KR and the previously announced Mustang Bullitt.

Ford's 'Steed for Every Need' strategy currently offers four horsepower options for Mustang, with pricing from \$19,995 for a 240-hp V-6 Mustang coupe to \$46,500 for a 500-hp Shelby GT500 convertible.

Ford has also introduced several special packages on Mustang further increasing its unique offerings, including the Pony Package and the California Special.



In addition, Ford Racing offers a complete catalog of performance parts for Mustang fans, from custom wheels and exhausts to the complete, turn-key Ford Racing Mustang FR500C race car.

As a result, Ford offers Mustang enthusiasts the ability to buy, modify and drive the steed that perfectly fits their need.

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2008 Ford Shelby GT500KR – Specifications and Design Highlights

- 5.4-liter supercharged V-8 producing 540-horsepower and 510 ft.-lbs. of torque
- Ford Racing Power Upgrade Pack featuring revised calibration and cold air intake system
- 6-speed manual transmission with 3.73:1 rear axle ratio
- Ford Racing performance exhaust system
- Unique performance suspension tuning: springs, dampers, and stabilizer bars
- Shelby-designed ‘GT500KR’ 20-inch wheels (18-inch version for production)
- Ford Racing short-throw shifter and front strut tower brace
- Unique carbon composite hood featuring classic Shelby ‘KR’ design
- Front brake cooling ducts
- ‘Shelby’ lettering across the front edge of hood and rear decklid
- 40th Anniversary badges on the front quarter panels
- Carroll Shelby signature embroidered headrests and floor mats
- Official Shelby CSM 40th Anniversary GT500KR dash plate

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About Shelby Automobiles, Inc.

Founded by legend Carroll Shelby, Shelby Automobiles, Inc., manufactures and markets performance vehicles and related products. The company manufactures authentic continuation Cobras, including the 427 S/C, 289 FIA and 289 street car component vehicles. In 2007, the company partnered with Ford Motor Company to launch the new Shelby GT, which is based on the Mustang. For more information about Shelby Automobiles and to see the build of a 2008 Shelby GT500KR, visit www.shelbyautos.com.

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Photographs on www.fordpress.be

For more information:

Jo Declercq

Tel: +32 3 821 21 03

Fax: +32 3 821 21 07

jdecler2@ford.com