

# NEWS RELEASE

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## **SHELBY AUTOMOBILES SIGNS AGREEMENT WITH STEPHEN BECKER TO OPEN COBRA DEALERSHIP**

**LAS VEGAS – Nov. 2, 2007** - Shelby Automobiles, Inc., and Stephen Becker Automotive Group have signed an agreement that will allow Planet Cobra, a Georgia new car Shelby dealership based in Suwanee, Ga., to open in November 2007. The dealership will sell authentic new and collector Shelby Cobras, as well as support Shelby parts and restoration programs and merchandise sales for enthusiasts and collectors across the nation.

“Stephen is both an entrepreneur and recognized Shelby expert,” said Amy Boylan, President of Shelby Automobiles, Inc. “He understands our philosophy of building high performance vehicles and has worked closely with Carroll over the years. As a result, Stephen has developed a solid understanding of what it takes to run a successful dealership in this competitive world of collectible performance vehicles.”

Becker opened his first Shelby parts business in 1978 at just 11-years-old. Since that time, he has become well known for his expertise and knowledge of vintage and collector Shelby vehicles. His new store, Planet Cobra, will become the first authorized Shelby dealership in the Southeast to offer new Shelby Cobras and Shelby-licensed merchandise including apparel and parts. The Planet Cobra online store will also serve as a resource for Shelby collectors and enthusiasts to trade or find rare or collectible Shelby Cobras and Mustangs.

“I look forward to working with the group at Shelby Autos,” noted Becker. “I have a great deal of respect for what they have accomplished and am proud to be part of their team. Our goal at Planet Cobra is to offer the latest performance vehicles rolling out of Vegas and be a trusted resource for collectors who want a vintage Shelby car. I have several Cobras on order and am excited to open our doors. With the enormous demand for authentic Shelby vehicles, the opening of Planet Cobra couldn’t have come at a better time.”

The agreement for Planet Cobra was finalized in July 2007. Construction on the dealership will begin in the first quarter of 2008 with the facility expected to open in the third quarter of 2008.

### **ABOUT SHELBY AUTOMOBILES**

Founded by legend Carroll Shelby, Shelby Automobiles, Inc., manufactures and markets performance vehicles and related products. Based in Las Vegas, the company manufactures authentic continuation Cobras, including the 427 S/C, 289 FIA and 289 streetcar component vehicles. In 2007, the company partnered with Ford Motor Company to launch the new Shelby GT, which is based on the Mustang. Visit [www.shelbyautos.com](http://www.shelbyautos.com) for more information.

### **ABOUT PLANET COBRA**

Planet Cobra is the most trusted resource for buying and selling genuine Shelbys today. The company has been in the business for over 30 years and has access to unlimited contacts, databases and insider information that can help enthusiasts buy or sell a Shelby Cobra or Mustang at the best possible price.

Stephen Becker, well-known and respected Shelby expert, is one of the most prolific authorities on Shelby automobiles. His expertise and in-depth knowledge has been tapped by clients to purchase, consign and restore original Shelbys. Becker has been retained by key auto groups and leaders to authenticate and value Shelby vehicles. More information is available at [www.goplanetcobra.com](http://www.goplanetcobra.com) or by calling Aaron Cook at (214) 520-3430 / [acook@tprm-usa.com](mailto:acook@tprm-usa.com).

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