

# NEWS RELEASE

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## PLANET COBRA HELPS SHELBY AND MUSTANG OWNERS SECURE MARKET VALUE AT LAS VEGAS BARRETT-JACKSON

**LAS VEGAS – November 17, 2008** - Stephen Becker, president and CEO of Planet Cobra, a factory-authorized Shelby Automobiles dealership, was tapped for his expertise by the owners of a 1967 Shelby GT500 E Super Snake Fastback and 1967 Ford Mustang Custom Fastback to help maximize their auction block value during the recent Barrett-Jackson Auction in Las Vegas. Planet Cobra sells authentic new and collector Shelby Cobras, Shelby Mustangs, as well as supports Shelby parts and restoration programs for enthusiasts and collectors worldwide.

"Even though the financial climate is full of invariables, collectible performance vehicles continue to be seen as a long-term investment by many enthusiasts," noted Becker. "This is because muscle and performance car collectors are will sacrifice in other areas of their lives in order to enjoy their true passion. The figures that my clients' Mustang and Shelby fetched during the Barrett-Jackson Auction in Las Vegas demonstrated this historical trend."

Becker was tapped to represent two significant vehicles for the inaugural Las Vegas auction. The first was an authentic '67 Shelby GT500 E Super Snake, which is only one of three in its unique color combination. It is also the only GT500 E Super Snake Continuation Shelby to be released with the original '67 hood, the engine engraved with Shelby's name and the radiator and fender tag engraved with the serial number. The car, which was built and licensed by Carroll Shelby, has only 854 miles since it was completed and includes induction and cooling upgrades. The Super Snake sold at the event for \$187,000, placing it among the top cars sold during the week.

"I've been fortunate to represent some very fine Shelby Mustangs over the past 33 years," said Becker. "After a complete inspection and analysis of the Super Snake, I knew it was a special find, particularly because of the car's exclusivity. Through research, I was able to determine the car's history and found that while 75 of these Super Snake models were planned, only 35 were actually built. Understanding the background of this Super Snake certainly provided added value to my client."

The second vehicle Becker represented during the auction was a '67 Ford Mustang Custom Fastback. The "S" code muscle car was transformed to a Shelby GT500 re-creation, which includes difficult to find in-board lights. The build was outstanding and includes all of the authentic Shelby parts, including the period correct 428 Police Interceptor engine with two 4-barrel carbs. The Fastback also includes a correct top-loader, 4-speed and 3.25 ratio rear end. The vehicle sold for \$67,100.

"I can appreciate why the consignor asked Stephen to explain the unique value of each of these cars when they crossed our auction block," added Steve Davis, president of the Barrett-Jackson Auction Company. "It is a very wise thing to work with a recognized expert when authenticating vintage Shelby's and Mustangs, as well as any collector vehicle. Potential buyers appreciate the fact that the provenance and authenticity of a vehicle are represented accurately, and as a result provide additional confidence to bid accordingly. Stephen's expertise was a valuable asset in obtaining optimum value for these two special cars".

## **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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