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FORD AND SHELBY TO BUILD 2009 SHELBY GT500KR MUSTANGS TO MEET WORLDWIDE DEMAND

DEARBORN, Mich. – March 10, 2008 - To compliment the one-thousand 2008 40th-Anniversary Edition Shelby GT500KR "King of the Road" Mustangs, Ford and Shelby Automobiles announce that an additional 746 units will be built for the 2009 model year to help meet worldwide demand of the supercar. Of that total, 571 units will be available for U.S. customers thus equaling the 1,571-unit production run of the original Shelby GT500KR. The remainder of the units will be for countries that did not receive 2008 models, including Canada.

"The response to this car has been overwhelming, so I'm glad we can share it with more Mustang enthusiasts," said Carroll Shelby. "This car is really special to me and demonstrates that when Shelby Automobiles gets together with Ford SVT and Ford Racing, we can deliver a Mustang that will compete with the best in the world."

Like the 40th-Anniversary limited edition, the 2009 Shelby GT500KR will feature a 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 unique striping.

The unique 40th Anniversary badging will only be featured on the 2008 special edition.

The Shelby GT500KR or "King of the Road" Mustang is the fourth limited-edition Mustang that Shelby Automobiles and Ford have brought to market since resuming their collaboration in 2001. It builds on the performance and success of the 500-horsepower Shelby GT500 - the most powerful production Mustang ever.

"If you drive a Shelby Mustang, you are part of something special: a 40-year history of legendary racing and street cars," says Robert Parker, Ford Division Car group marketing manager. "That's what is driving interest in the GT500KR among enthusiasts around the world."

The 2008 Shelby GT500KR began production on Carroll Shelby's 85th birthday on January 11 earlier this year. As production ramps up to launch, enthusiasts can expect to see the first GT500KRs arrive in dealers this spring.

Each Shelby GT500KR begins life as a GT500, built at AutoAlliance International Inc., in Flat Rock, Mich. From there, the cars are shipped to the Shelby Automobile facility in Las Vegas, where a Ford Racing Performance Pack, exhaust system and short-throw shifter are installed. The GT500KR also is fitted with unique body, chassis and interior components. Every GT500KR will be hand customized and delivered to each customer in an enclosed transporter, just like the legendary Ford GT.

The strong demand for the new Shelby GT500KR was recently demonstrated at the Barrett-Jackson Collector Car Auction in Scottsdale, Arizona where a one-of-a-kind version built with a glass-roof was

auctioned off for charity. The GT500KR sold with a winning bid of \$550,000, which went toward helping the Juvenile Diabetes Research Foundation.

ABOUT PLANET COBRA

Planet Cobra is the most trusted resource for buying and selling genuine Shelys 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 Shelys. Becker has been retained by key auto groups and leaders to authenticate and value Shelby vehicles. More information is available at www.goplanetcobra.com or by calling Aaron Cook at (214) 520-3430 / acook@tprm-usa.com.

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