

# NEWS RELEASE



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## **NEW SHELBY AMERICAN FIVE-YEAR AGREEMENT WITH DEALER PLANET COBRA TO KEEP SALES FLOWING**

**ATLANTA – March 31, 2011**– Shelby American and Carroll Shelby Licensing recently signed a five-year extension to its dealer agreement with Planet Cobra, which has delivered more Shelby Cobras than any other dealer in the world over the past three years. The long term agreement grants Planet Cobra the right to retail the Shelby 427, FIA and Street Cobras to customers worldwide.

Stephen Becker is principal at Planet Cobra. As a youngster, he started penning letters to his hero, Carroll Shelby. They forged a friendship beginning with that correspondence, which shaped the youth's life.

"I got to know Stephen Becker when he started writing me letters as a 10 year old kid," said Carroll Shelby, founder of Shelby American. "Over the years, he's become an expert in Shelby cars and has really learned the car business."

Mr. Becker has grown into the leading expert on Shelby cars. In 2008, Becker became a dealer for Carroll Shelby's company, Shelby American and secured an agreement with Carroll Shelby Licensing. Since then, he has consistently been one of the top volume Shelby Cobra dealers.

"It's a privilege to be a part of the Shelby team," stated Becker. "As a kid, I was disappointed that I missed being part of Carroll's crew in the 1960s. I got a second chance when he began building genuine Cobras again. It's a thrill to work with this living legend."

Mr. Becker was one of the youngest individuals to be selected as a finalist for the Ernst & Young/Inc Magazine "Entrepreneur of the Year" in the early 1990s. He currently operates two businesses, Genuine Shelby and Planet Cobra, under the Stephen Becker LLC umbrella.

Genuine Shelby is tapped by clients to purchase, consign and restore original Shelby GT350 and GT500 Mustangs. It also offers appraisals of Shelby cars built from 1962-1970, as well as representation of Shelby cars at auctions such as Barrett-Jackson, RM and Mecum. The other is Planet Cobra, his Shelby Cobra dealership. Over the past two years, Planet Cobra delivered more continuation Shelby Cobras to customers than any other authorized dealer in the world.

Built from 1962-1967, the CSX2000 and CSX3000 series small block Shelby Cobras were feared by owners of Ferrari, Jaguar, Chevrolet, Porsche and Aston Martin sports cars. The competition version dominated racing, culminating in the 1965 FIA World Championship.

Carroll Shelby is manufacturing the Cobra once again but with a choice of an aluminum or fiberglass body. The cars are component vehicles built to order and delivered as a rolling chassis by Shelby American, less drive train, with a proper MSO to Planet Cobra. After delivery from Shelby American, Mr. Becker's company can then arrange for the appropriate small or big block engine to be fitted to the

car, or his customer can choose to install it. Info about options and availability can be found at [www.planetcobra.com](http://www.planetcobra.com).

### **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](http://www.goplanetcobra.com) or by calling Aaron Cook at (214) 520-3430 / [acook@tprm-usa.com](mailto:acook@tprm-usa.com).