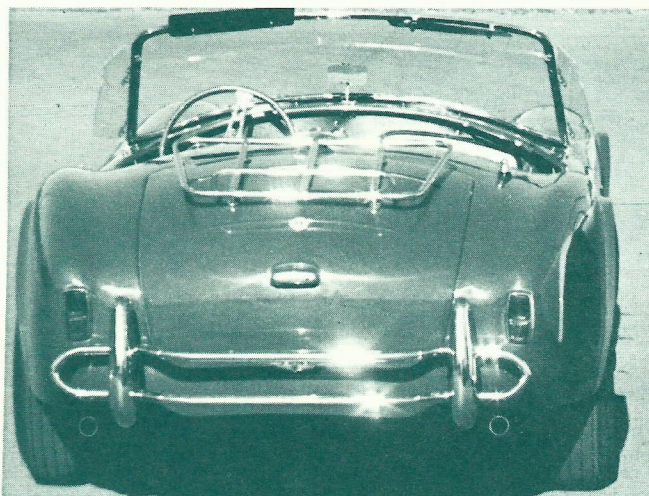
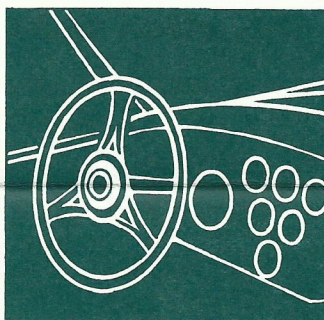
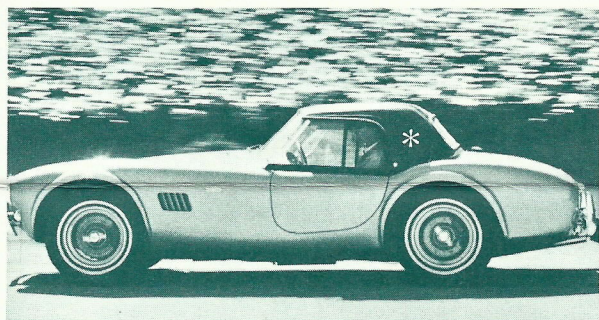
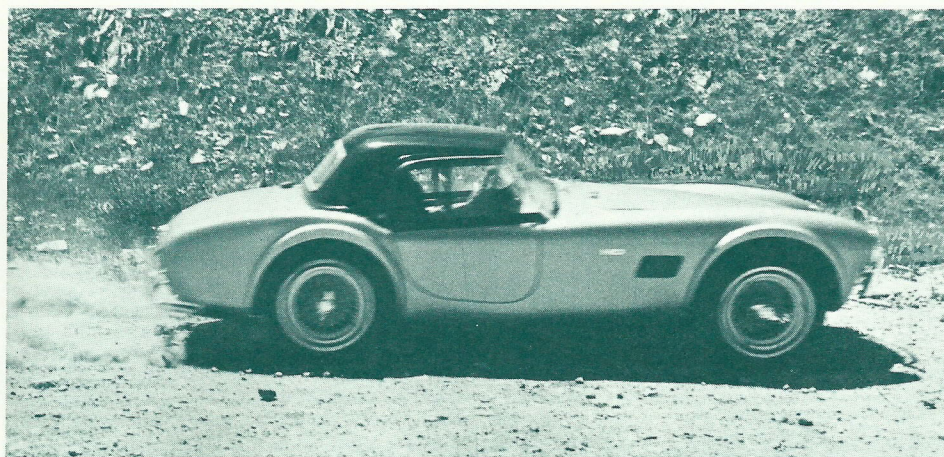


the endlessly adaptable

COBRA

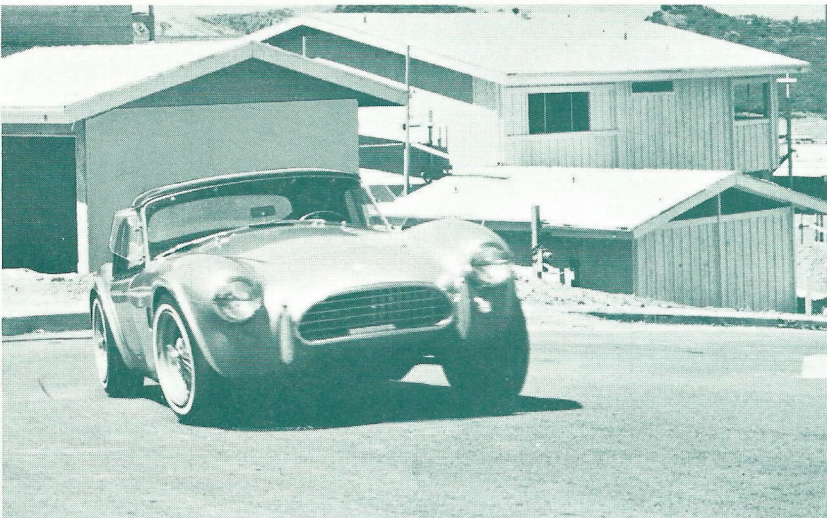
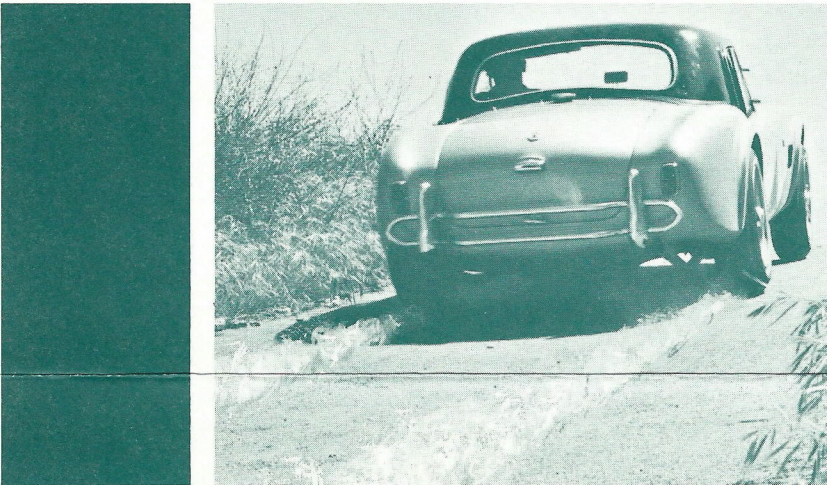
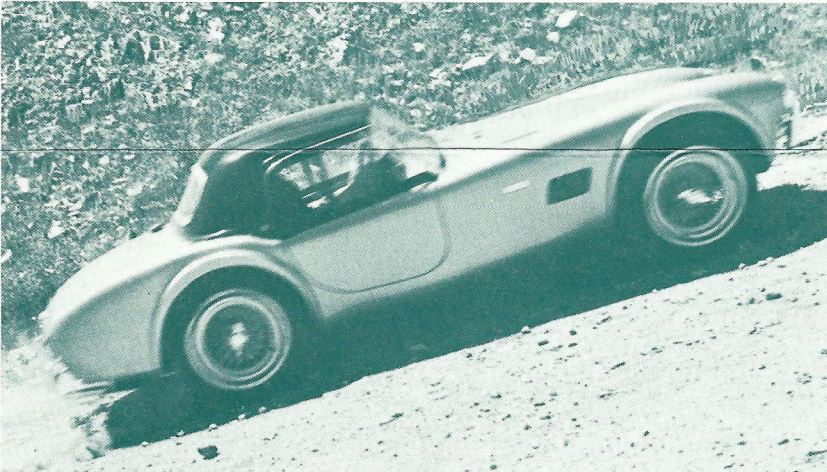
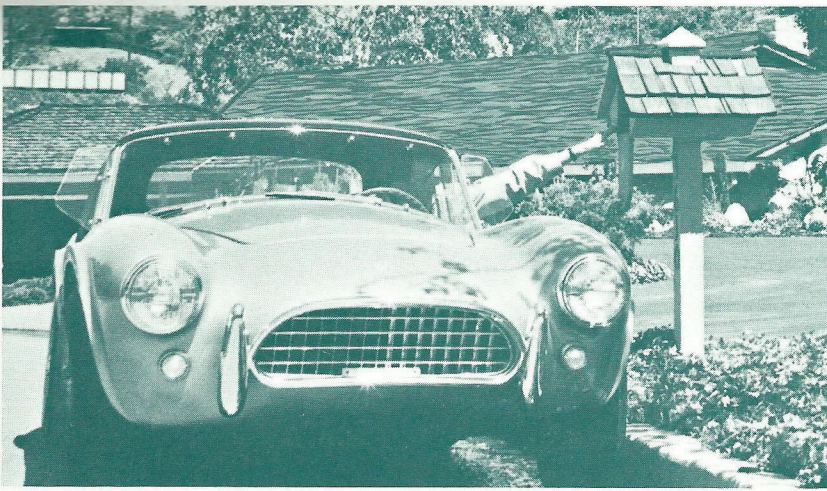
POWERED BY FORD



FORGET YOUR PAST

ideas of
what a car
can be . . .

*Cobra's removable glass-fiber hardtop: \$229 optional



... for a cobra answers your heart's desire.

*Bill Carroll**

Exciting as an African safari. Impressive as a six-figure checking account. Appealing as today's love. These a Cobra can be.

Hesitate on first meeting, let your eyes savor fluid lines of hand-crafted aluminum coachwork where no ripples mar flawless beauty or stark realism of sculptured wheel openings. You'll find it hard to believe metal is under the meticulous perfection of 15 hand-rubbed lacquer tones.

But make no mistake. A Cobra's feminine charm is only skin deep. Beneath it the masculine strength of a race-winning chassis powered by the most durable production engine men can devise. Those purposeful wide-rimmed wheels, seldom seen off the track, are hand-laced with pencil-thick spokes on center-lock hubs. For sure, you'll never roll a tire in the most severe emergency turn. Nor mount a wheel out of balance as each Cobra hub mounts gyro-true on splines cut by a master English machinist.

Behind these massive spokes gleam twelve inches of Girling brake disc, safety not found under any car of the Cobra's class. Racing experience has calipers mounted rearward so they'll not retard flowing cool air over each important brake disc.

Underhood is Ford's potent V8 which, like the chassis, is built to Cobra specifications. Compression, clearances and interior finish are to highest standards of the engine building art. Exhausts, paired to reduce back pressure, mate below the cowl into pleasantly noisy, low restriction, mufflers.

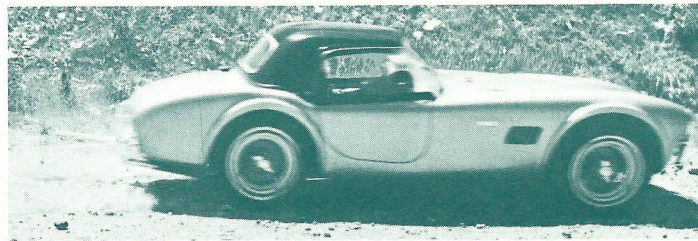
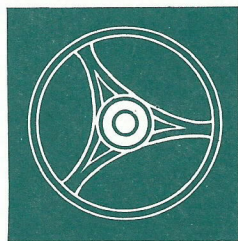
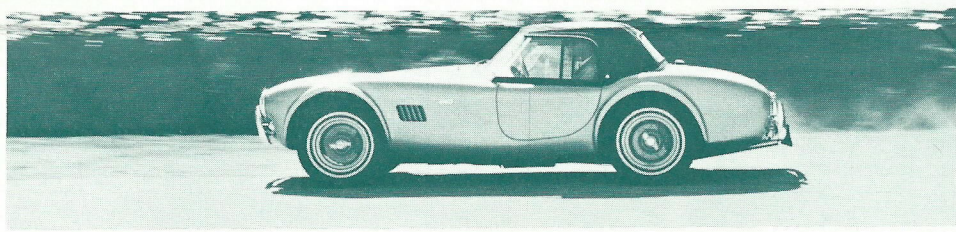
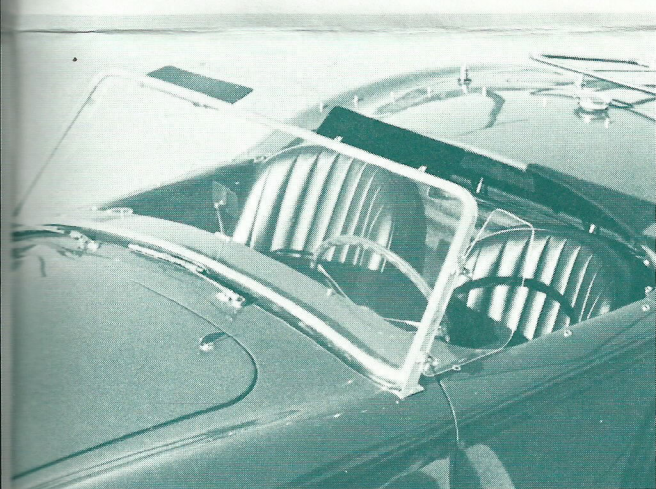
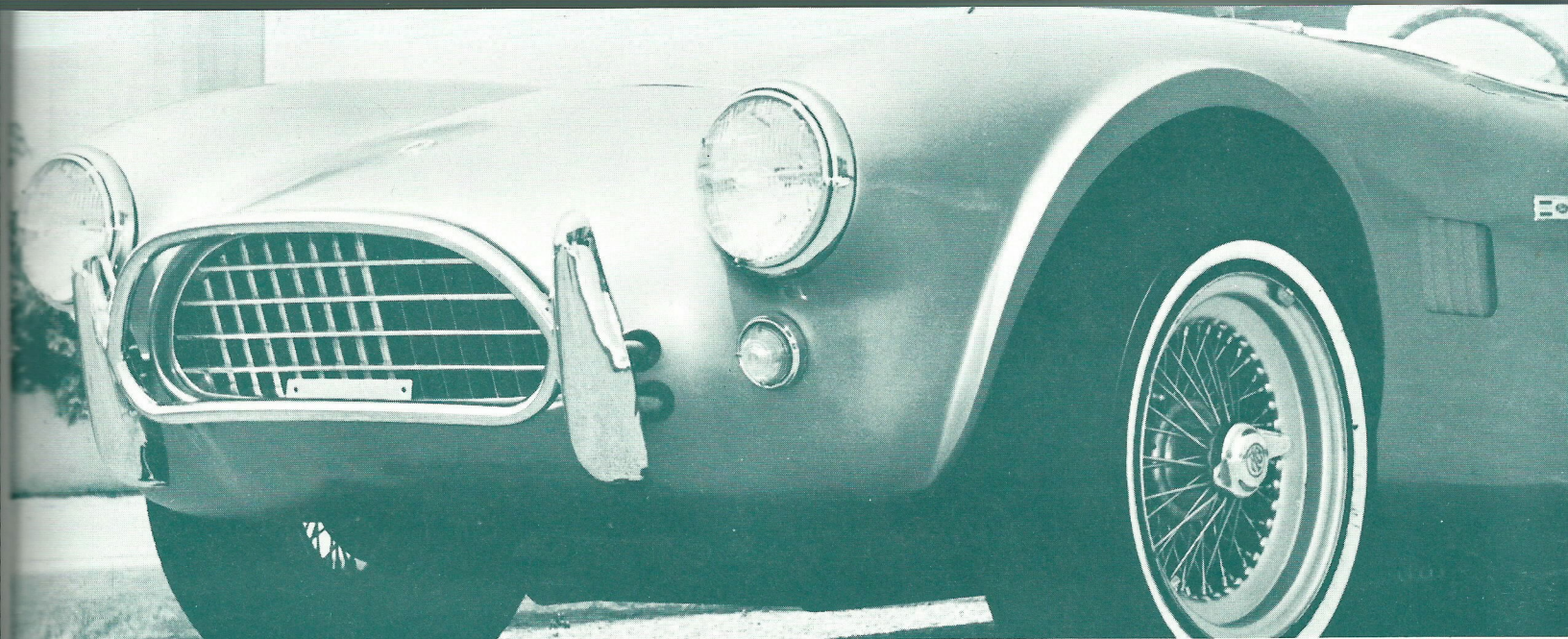
Beneath the impressive machinery is an enameled thick-wall steel tube-frame, proudly wearing its personal production number on the front cross-member. Tied to it you'll discover the gas line, protected from flying rocks by steel braid covering. Arching gracefully are transverse leaf springs (they're also in back) providing progressive suspension and the superb handling which makes Cobra the envy of other limited production car builders.

Facing the radiator is an electric fan which comes on when the engine warms, turns off as it cools. (No power wasted spinning an unneeded fan while highway cruising.) Below is the key to Cobra agility. Rack-and-pinion steering, in which a minimum-clearance spur gear rolls a geared track from side to side to swing both front wheels through identical direct linkage.

Hood down, and finger latched, take time for inspection of the trunk. There's room for full-size suitcases and several flight bags on top of the spare tire; surrounded by webs of high-quality mild-steel tubes which frame the featherlight body. Each tube was hand fitted and welded while the frame was jigged in aircraft quality tooling. Even the trunk lid, of delicately contoured hand-formed aluminum, has a welded steel-tube frame.

Loomed wiring is safety-clipped to frame tubes. You could replace tail-stop lights without a screw-driver. Tools, jack and handle are clipped or tied to interior panels for maximum safety.

*Bill Carroll is an internationally known automotive journalist and test driver whose "Book of the Cobra" details the fascinating history and race-winning tuning secrets of Shelby-American, builders of the Cobra.



Cobra . . . a permanent challenge to adventure

Inside the steel-framed Cobra door are leather pulls. Once unlatched, the door lightly blows into your hand like a friendly feather. Ease into an adjustable leather-covered foam-filled bucket; large enough for real men, deep enough for a woman. Carpeted floors, with removable foot pads, add touches of luxury complementing a leather covered panel, locking map box, brief-case door pockets.

Latch the door, snap on a frame-mounted competition belt and relax. Everything fits. Hands forward, arms bent slightly, and the (two turns, lock to lock) wheel is against your palms. That lightly varnished laminated wood rim, on a pierced aluminum frame, is no toy. Only wood has the exact feel, the touch of security and cool comfort, suitable for truly enthusiastic Cobra drivers.

Without looking, drop your right hand. It rests on the gearshift. Check for neutral. Press the aluminum throttle floorward and release it to set the choke. Turn the key far right and initiate a driving experience as exciting as words of love.

Tap the throttle and enjoy solid tappets beating a rhythm of power as exhausts rise a note then settle back. All set? Notice that the clutch pedal tilts to match your shoe. Drop into first, throttle to 1000 and ease off. The moment you're moving pop-shift to Second, to Third, then Fourth

where 150 miles an hour are yours to command.

Though all four wheels are independently sprung, and the Salisbury differential is frame mounted, a Cobra's low-speed ride may be firmer than what you've previously enjoyed. It's not unpleasantly different, as you'll find after a few minutes experience. When, near 65, it comes into its own you'll know, beyond a doubt, but what you, your Cobra and the road are teamed in performance excitement which only the most fortunate men and women will ever know.

Now try all 550 square inches of swept disc-brake area, after being certain nothing follows closely. Such four-wheel discs, identical to those under racing Cobras, halt quicker than you may have dreamed possible.

A few curves at highways speeds will destroy future pleasure in steering a common automobile divorced from the road by feather-merchant suspension or fat-filled tires. Wish your Cobra around a corner. It goes, then straightens with safety of understeering snap.

Ten minutes, or ten hours, a first run ends too soon. Park and silence the exhaust. Suddenly you're smiling inside, just sitting and enjoying your private glow of satisfying experience. Worry not, it's com-

mon. Few people leave a Cobra in a hurry, no more than they'd rush from the company of a valued friend.

A Cobra around the house is a permanent challenge to adventure. For a woman it's a magic carpet on which she can flow through traffic in Fourth then, without shifting, swiftly accelerate so far ahead of others she becomes a queen in command of the world.

But let's be practical. What of maintenance? Chassis lubrication, from responsible service stations. Tires, from Good-year. Engine and transmission adjustments at any Ford dealer, who'll greet you with open arms for he too probably garages a Cobra to retain a full measure of the fun driving can really be.

What else is there before you drive your Cobra into a new world of pleasure? Look one over, slide in, relax and start the engine. Give it a chance to warm those first few miles while you enjoy steering, performance and brakes so precisely different they seem to anticipate every thought.

Soon you'll be on an open road where V8 and humming exhaust will complete the story I've only begun. Now it's your hand on the wheel of an endlessly adaptable Cobra; powered by Ford to be the car that makes a desire its command.



DIMENSIONS

Wheelbase, in.	90.0
Tread, f and r	51.5/52.5
Over-all length, in.	151.5
width	61.0
height	49.0
equivalent vol., cu. ft.	262
Frontal area, sq. ft.	16.6
Ground clearance, in.	5.0
Steering ratio, o/a	n.a.
turns, lock to lock	2.0
turning circle, ft.	34
Hip room, front	2 x 16.5
Hip room, rear	n.a.
Pedal to seat back, max.	40.0
Floor to ground	10.5

CALCULATED DATA

Lb/hp (test wt)	9.4
Cu. ft./ton mile	196.9
Mph/1000 rpm (4th)	20.2
Engine revs/mile	2970
Piston travel, ft./mile	1421
Rpm @ 2500 ft./min	5230
equivalent mph	103
R&T wear index	42.2

SPECIFICATIONS

List price	\$5995
Curb weight, lb.	2170
Test weight	2540
distribution %	47/53
Tire size	7.35x15
Brake swept area	580 (est)
Engine type	V-8, ohv
Bore & Stroke	4.00 x 2.87
Displacement, cc	4730
cu. in.	288.5
Compression ratio	11.6:1
Bhp @ rpm	271 @ 6000
equivalent mph	121
Torque, lb-ft	314 @ 3400
equivalent mph	69

GEAR RATIOS

4th (1.00)	3.77
3rd (1.41)	5.32
2nd (1.78)	6.71
1st (2.36)	8.90

SPEEDOMETER ERROR

30 mph	actual, 31.0
60 mph	62.6

PERFORMANCE

Top speed (6900), mph	139
best timed run	n.a.
3rd (7000)	100
2nd (7000)	79
1st (7000)	60

FUEL CONSUMPTION

Normal range, mpg	n.a.
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ACCELERATION

0-60 mph, sec.	4.9
0-70	8.0
0-80	10.5
0-100	13.9
Standing 1/4 mile	14.0
Speed at end (mph)	101.0

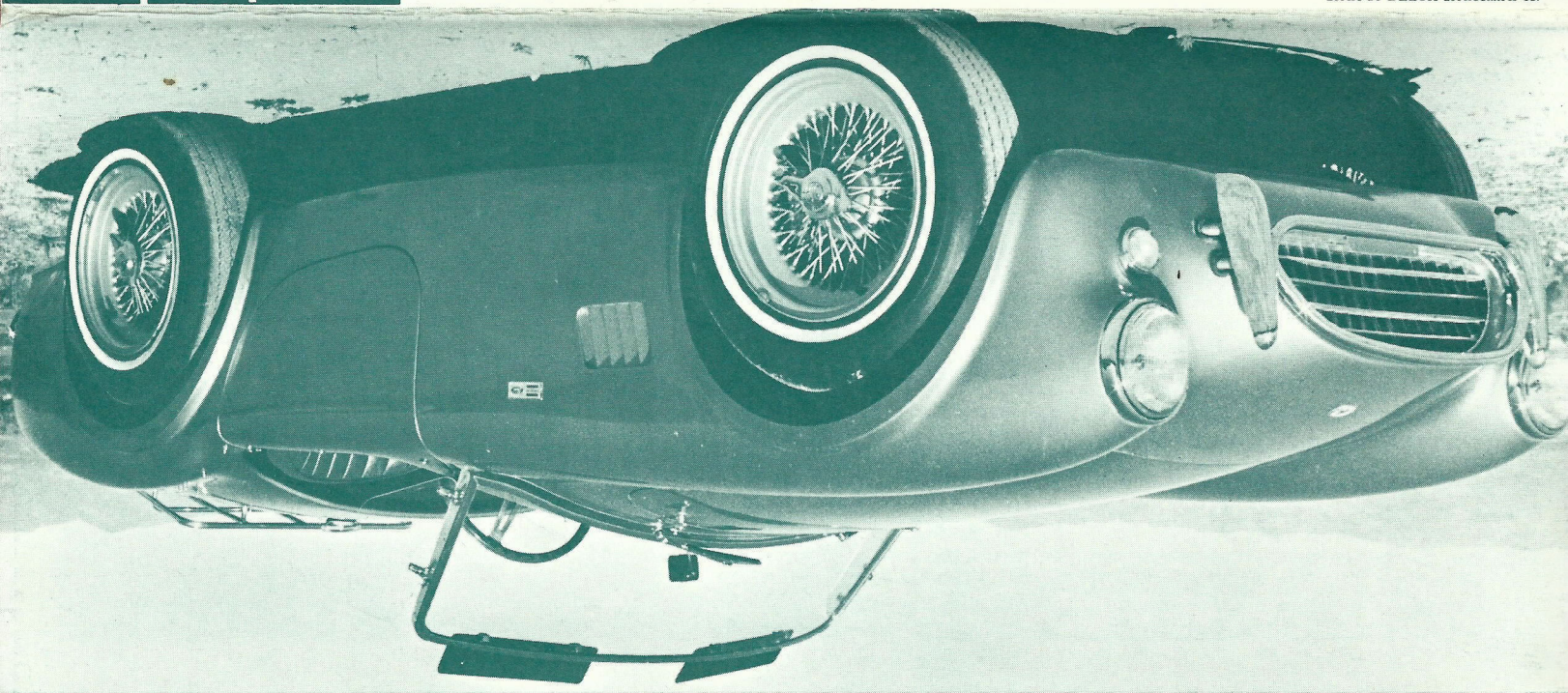
TAPLEY DATA

4th, lb/ton @ mph	off @ scale
3rd	off @ scale
2nd	off @ scale
Total drag at 60 mph, lb.	115

Further information available from your Ford Dealer or
Shelby American Inc., 1042 Princeton Dr., Venice, Calif. Tel: 391-7246 (Area Code 213)

CODA

LITHO BY DELTA LITHOGRAPH CO.





DIMENSIONS

Wheelbase, in.	90.0
Tread, f and r	51.5/52.5
Over-all length, in.	151.5
width	61.0
height	49.0
equivalent vol., cu. ft.	262
Frontal area, sq. ft.	16.6
Ground clearance, in.	5.0
Steering ratio, o/a	n.a.
turns, lock to lock	2.0
turning circle, ft.	34
Hip room, front	2 x 16.5
Hip room, rear	n.a.
Pedal to seat back, max.	40.0
Floor to ground	10.5

CALCULATED DATA

Lb/hp (test wt)	9.4
Cu. ft./ton mile	196.9
Mph/1000 rpm (4th)	20.2
Engine revs/mile	2970
Piston travel, ft./mile	1421
Rpm @ 2500 ft./min	5230
equivalent mph	103
R&T wear index	42.2

SPECIFICATIONS

List price	\$5995
Curb weight, lb.	2170
Test weight	2540
distribution %	47/53
Tire size	7.35x15
Brake swept area	580 (est)
Engine type	V-8, ohv
Bore & Stroke	4.00 x 2.87
Displacement, cc	4730
cu. in.	288.5
Compression ratio	11.6:1
Bhp @ rpm	271 @ 6000
equivalent mph	121
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FUEL CONSUMPTION

Normal range, mpg	n.a.
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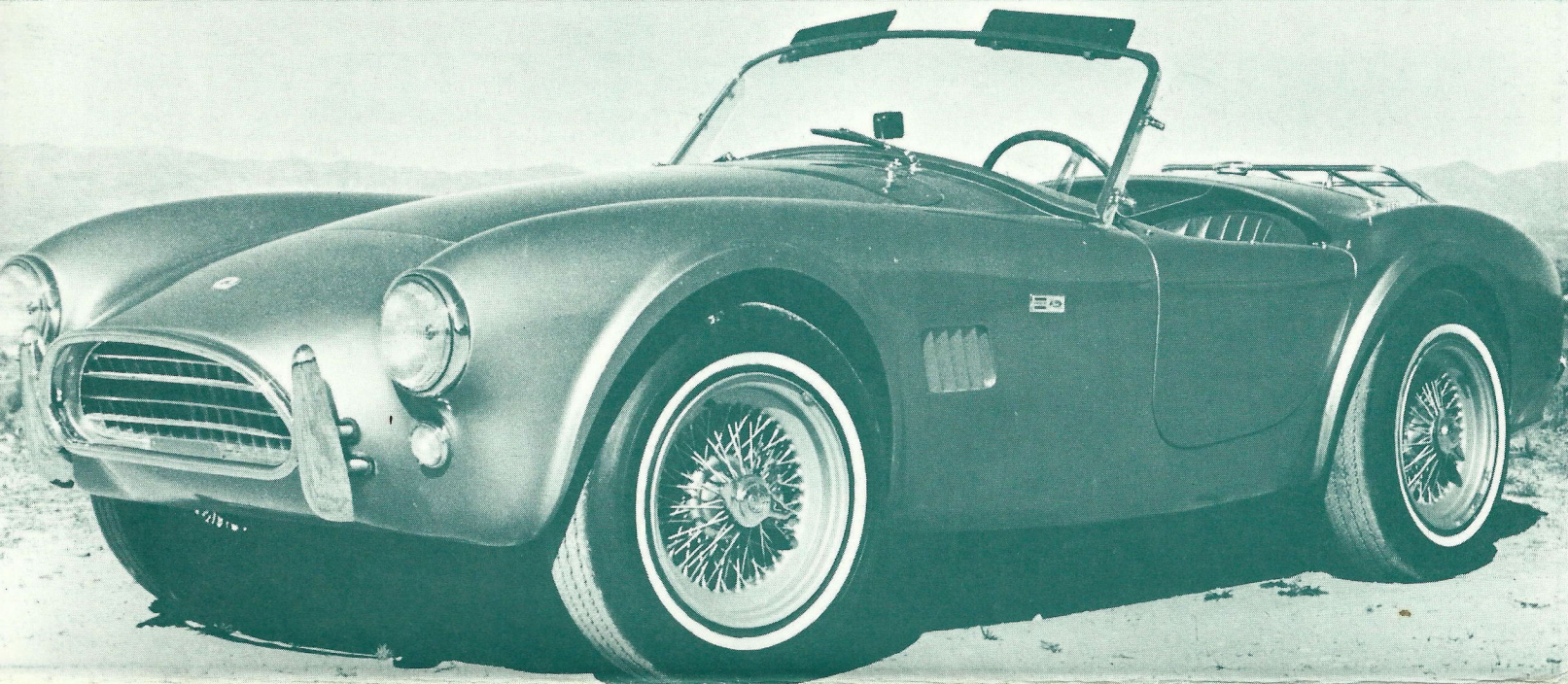
ACCELERATION

0-60 mph, sec.	4.9
0-70	8.0
0-80	10.5
0-100	13.9
Standing 1/4 mile	14.0
Speed at end (mph)	101.0

TAPLEY DATA

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Total drag at 60 mph, lb.	115

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SUGGESTED RETAIL PRICES

West Coast P.O.E. — June 1, 1964

COBRA SPORTS ROADSTER:

271 HP Ford Fairlane 4V high performance 289 cu. in. engine; fully synchronized four speed manual transmission; hand formed aluminum coachwork; all weather road equipment (top, tonneau cover, side curtains); full instrumentation tachometer, oil temp., and electric clock; windshield washer and electric wiper; directional turn indicators; rack and pinion steering; bucket seats, covered in genuine leather; Powr-Lok limited slip differential; 72 spoke wire wheels with knock-off hubs; Girling disk brakes, all four wheels; 7.35 x 15 Goodyear G8 tires.

Colors Available: Red, Maroon, White, Black, Bright Blue, Princess Blue, Silver, Green. Complete with above standard equipment..... \$5,995.00

FACTORY INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES:

• Group A

Tuned Air Cleaner — Chrome	\$ 4.00
Aluminum Rocker Arm Covers	49.50
Front Grille Guard — Chrome	35.50
Rear Bumper Guard — Chrome	42.50
Exhaust Pipe Tips — Chrome	5.00
Adjustable Wind Wings	22.50
Tinted Sun Visors	19.50
Smith Heater	95.00
Competition Seat Belts (each)	16.50
White Side Wall Tires	42.00
Luggage Rack — Chrome	42.50
Deluxe Detachable Hardtop	229.00
Deluxe Sidecurtains	99.00

• Group B

Wheels — Chrome (5)	150.00
Aluminum 4V Intake Manifold	71.00
Outside Rear View Mirror	6.00
Custom AM Radio and Antenna	58.50
Dual 4V Carburetor & Manifold	271.50
Large Oil Pan	125.00

RACING ACCOMPLISHMENTS

January, 1963

Riverside 1st and 2nd

March, 1963

Dodger Stadium 1st and 2nd

Sebring 1st American in Class

Tucson 1st

April, 1963

Cotati 1st

May, 1963

Cumberland 1st

Bridgehampton 1st and 2nd

June, 1963

Laguna Seca 1st, 2nd and 4th

Le Mans 1st in Class

Lime Rock 1st and 3rd

Elkhart Lake 1st and 2nd

Watkins Glen 1st, 2nd, 3rd, 5th

July, 1963

Lake Garnett 1st, 2nd and 3rd

Pomona 1st

Thompson 1st

Kent 1st, 2nd and 3rd

August, 1963

Meadowdale 1st and 2nd

Continental Div. 1st, 2nd, 3rd

Harewood, Canada 1st

Watkins Glen 1st, 2nd and 3rd

September, 1963

Santa Barbara 1st

Candlestick Park 1st

Elkhart Lake 1st and 2nd

Qualifying Lap Record

Bridgehampton 1st and 2nd

1st American Win

Canadian G.T. Race and

Grand Prix 1st

October, 1963

Riverside G.T. and

Grand Prix 1st, 2nd, 3rd, 4th

Laguna Seca G.T. and

Grand Prix 1st

Honolulu 1st, 2nd and 3rd

Augusta 1st, 2nd and 3rd

March, 1964

Sebring 1st, 2nd, 3rd in G.T.

April, 1964

Pensacola 1st, 2nd and 3rd

Manufacturer's Trophy

Marlboro, S.C.C.A.

National 1st, 2nd and 3rd

June, 1964

Le Mans 1st in G.T.

Competition Vehicles and Related High Performance Equipment—
(Prices Available on Request)

Prices and Specifications Subject to Change Without Notice.

See your Ford dealer for additional information.

Shelby American, Inc.
1042 Princeton Drive
Venice, California
Telephone: 391-7246