



2007MY

Vehicle Line: 2007 Shelby GT500 Coupe & Convertible

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- 2007 marks a new era of America's High Performance Muscle Car from SVT - the **Shelby Cobra GT500**
- The all-new, 2007 GT500 continues to target both performance enthusiasts and image seekers
- New front driver and passenger seat side-mounted air bags provide side impact head protection and rollover protection
- Improving on the performance of the already outstanding Mustang GT, the new GT500 features a supercharged and intercooled 5.4L V8
- To add to the driving experience, today's 2007 GT500 features SVT tuned Mustang front and rear suspensions, 18" wheels and tires, and numerous interior and exterior upgrades

Recommended Mix:

Series	Retail Mix
GT500 Coupe	70%
GT500 Convertible	30%

Key Options Rates:

Sirius Satellite Radio	15%
Shaker 1000 Audio System	15%
GT500 Interior Upgrade Package	50%
Over-the-Top "Racing Stripes" Delete (Coupe only)	5%
Stripes Delete (Coupe Only)	5%
"GT500" Side Stripes Delete (Convertible)	10%

*Rates above represent full model year projections for both Coupe and Convertible.

2007 SHELBY GT500 MAJOR PRODUCT SUMMARY

The all new, 2007 Shelby GT500 Coupe and Convertible feature an exterior and interior appearance designed to maintain its leadership in the Sports Car segment. Additionally, with the increased performance provided by the supercharged and intercooled 5.4L V8 and the SVT-tuned suspension, the 2007 Shelby GT500 delivers the highest performance Mustang ever produced.

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

Shelby GT500

Powertrain/Functional

- Axle – modified 8.8" live axle w/3.31:1 gear ratio & limited slip differential
- Brakes – power 4-wheel disc Anti-Lock Braking System (ABS)
- Engine – supercharged 5.4L 4V V8 w/intercooler
- Rear window defroster
- Remote keyless entry
- Speed control – steering wheel-mounted
- Suspension – SVT-tuned front & rear w/unique dampers & springs for Coupe & Convertible
- Transmission – Tremec 6-speed manual

Exterior

- Badging – unique GT500
- Convertible top – black cloth (Not available on Coupe)
- Exhaust – tuned stainless steel dual
- Fascia – unique color keyed front & rear
- Fog lamps – front
- Grille – unique upper
- Headlamps – complex reflector halogen w/integral park/turn lamps
- Hood – unique w/heat extractors
- Mirrors – dual power side-mounted
- "Fix a Flat" flat tire repair kit
- Spoiler – unique color-keyed rear decklid spoiler
- Trim
 - Over-the-top "Racing Stripes" & "GT500" side stripes (Coupe)
 - "GT500" side stripes (Convertible)
- Tires
 - Front – P255/45ZR18 performance
 - Rear – P285/40ZR18 performance
- Wheels – unique GT500 18"x9.5" bright machined aluminum w/SVT center caps

Interior

- Air conditioning – manual
- Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 6-speakers &MP3)
- Console – center w/full armrest & storage
- Cupholders (2)
- Door trim inserts – soft vinyl
- Floor mats – front, color keyed w/driver retention hook
- Instrument cluster – (6) gauge (incl. boost gauge & message center) with transposed tachometer and speedometer (relative to Mustang GT) and SVT graphics
- Instrument panels – aluminum w/unique finish
- Lamps – center-mounted dome (Coupe only)
- Map pockets – front door
- Power points (2)
- Scuff plate w/bright "SVT" script insert
- Seats – leather sport buckets
- Shift knob – unique w/leather shift boot & parking brake handle
- Steering wheel – leather-wrapped w/unique thumb pads, tilt
- Window/door locks – power

Please see Standard Equipment page for more details.

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

2007 SHELBY GT500 STANDARD EQUIPMENT

The following items are standard on every 2007MY SHELBY GT500 vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes – power 4-wheel disc Anti-Lock Braking System (ABS) & Traction Control
- Engine –supercharged 5.4L 4V V8
- Exhaust – stainless steel dual
- Rear window defroster
- Remote keyless entry
- Speed control – steering wheel-mounted
- Transmission – 6-speed manual

EXTERIOR

- Over-the-top "racing stripes" and "GT500" side stripes (coupe)
- "Fix a flat" flat tire repair kit
- Fog lamps – front
- "GT500" side stripes (convertible)
- Headlamps – complex reflector halogen headlamps w/integral park/turn lamps
- Mirrors – dual power side-mounted
- "SHELBY" badging on rear decklid
- "Shelby GT500" badging on faux gas cap
- Tires – P255/45ZR 18 (front) and P285/40ZR18 (rear) performance
- Unique aluminum hood j(w/dual heat extractors), front and rear fascias
- Unique rear spoiler
- Wheels – 18"x9.5" bright machined aluminum wheels

INTERIOR

- Air conditioning – manual

INTERIOR (Continued)

- Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 6-speakers & MP3)
- Console – center w/full armrest & storage
- Cupholders (2)
- Floor mats – front, color keyed w/driver retention hook
- Instrument cluster – Six (6) gauge instrument cluster with transposed speedometer and tachometer and SVT graphics; brushed aluminum accent cluster & air registers
- Map pockets – front door
- Power locks – window/door
- Power points (2)
- Seats – leather sport buckets
- Steering wheel – leather-wrapped w/unique thumb pads, tilt

SAFETY/SECURITY

- Air bags
 - Driver & passenger seat side-mounted (providing side impact head protection & rollover protection)
 - 2nd Generation Front Air Bag System for driver & passenger
- Active Anti-Theft System (incl. intrusion & incline sensor module, alarm sounder separate from horn, unique anti-theft locksets & 60-AH battery)
- Belt-Minder®
- Illuminated entry
- LATCH system (Lower Anchors & Tethers for Children) on rear outboard seat locations

2007 SHELBY GT500
FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

***Axle Ratio = 3.31 with
Limited Slip***

WHEEL AVAILABILITY

Image Coming Soon

18"x9.5" Bright Machined Aluminum Wheels
Standard on GT500 Coupe & Convertible

2007 SHELBY GT500 COUPE OPTIONAL EQUIPMENT

		GT500 Coupe	GT500 Convertible
BODYSTYLE			
Coupe/Convertible	Body Code	T88	T89
	Order Code	820A	850A
ENGINE			
5.4L 4V V8			
Horsepower @ rpm (SAE net) – TBD	99S	S	S
Torque (lb-ft. @ rpm) – TBD			
TRANSMISSION			
6-Speed Manual	44E	S	S
WHEELS & TIRES			
18" Bright Machined Aluminum	64S	S	S
P255/45ZR18 Front & 285/40ZR18 Rear	T9H	S	S
Wheel Locking Kits	17L	S	S
SAFETY/SECURITY			
Active Anti-Theft System (incl. perimeter inclination & intrusion alarms)	14A	S	S
Anti-Lock Brakes w/Traction Control	552	S	S
Front Seat Side-Mounted Air Bags	43A	S	S
KEY EXTERIOR OPTIONS			
Over-the-Top "Racing Stripes" – Delete Option	52T	O ¹	— ²
"GT500" Side Stripes – Delete Option	52S	O	O
KEY INTERIOR OPTIONS			
Audio:			
Shaker 500 Audio System – AM/FM Stereo w/CDx6, 8-Speakers & MP3	912	S	S
Shaker 1000 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 10-Speakers	918	O	O
SIRIUS Satellite Radio	50S	O	O
Seats:			
6-Way Power Adjustable Driver Seat w/Power Lumbar & 2-Way Adjustable Head Restraint	21A	S	S
Leather Seating Surfaces – Sport Buckets	88G	S	S
GROUPS & PACKAGES (See Package Options/Emissions Page for pkg. content)			
GT500 Premium Interior Trim Package (incl. wrapped & stitched instrument panel brow & center console w/upgraded door armrest, electrochromic rearview mirror & aluminum pedal covers)	68S	O	O

¹ Coupe available with standard over-the-top "Racing Stripes" and "GT500" side stripes. Over-the-Top "Racing Stripes" or all stripes can be deleted (Coupe not available with stand-alone over-the-top "Racing Stripes").

² Convertible not available with over-the-top "Racing Stripes", "GT500" side stripes can be deleted.

S = Standard, O = Optional, P = Packaged Option

F = Fleet Option w/valid FIN code

2007 SHELBY GT500 COLOR & TRIM AVAILABILITY

		Interior Color	
		Charcoal Black/Charcoal Black	Charcoal Black/Crimson Red
GT500 COUPE/CONVERTIBLE	Leather Sport Buckets	GW	GR
EXTERIOR COLOR		Code	Tape Stripe Availability
GT500 COUPE			
Colorado Red Clearcoat	D3	● 4 or 7	● 4 or 7
Alloy Clearcoat Metallic	G5	● 7	● 6 or 7
Vista Blue Clearcoat	G9	● 4 or 6	
Performance White Clearcoat	HP	● 8 or 6	● 6
Tungsten Grey Clearcoat	T8	● 7	● 7
Valencia Yellow Clearcoat	U3	● 6	
Ebony Clearcoat	UA	● 4 or 6	● 4 or 6

EXTERIOR COLOR		Code	Roof / Tape Stripe Availability	
GT500 CONVERTIBLE				
Colorado Red Clearcoat	D3	● CA / 4 or 7	● CA / 4 or 7	
Alloy Clearcoat Metallic	G5	● CA / 7	● CA / 6 or 7	
Vista Blue Clearcoat	G9	● CA / 4 or 6		
Performance White Clearcoat	HP	● CA / 8 or 6	● CA / 6	
Tungsten Grey Clearcoat	T8	● CA / 7	● CA / 7	
Valencia Yellow Clearcoat	U3	● CA / 6		
Ebony Clearcoat	UA	● CA / 4 or 6	● CA / 4 or 6	

Convertible Roof Color Legend

**NOTE: Enter Order Code:
CA (Black) (Not available on
Coupe)**

A – Black

Tape Stripe Legend

**NOTE: Enter Order Code:
854 (Performance White), 858 (Vista
Blue), 856 (Tungsten), 857 (Satin
Silver)**

**4 – Performance White
8 – Vista Blue
6 – Tungsten
7 – Satin Silver**

PACKAGED OPTIONS/EMISSIONS

GT500 PREMIUM INTERIOR TRIM PACKAGE (68S)

Availability:

- Optional for Coupe and Convertible

Includes:

- Wrapped and stitched instrument panel brow and center console with upgraded door armrest
- Electrochromic rearview mirror
- Aluminum pedal covers

MISCELLANEOUS

COV Required..... 79V

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES**

CALIFORNIA EMISSIONS SYSTEM..... 422

Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States ***

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION..... 936

Only available on units sold to authorized governmental units and privately owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION..... 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

*****CROSS-BORDER STATES**

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

ENGINE BLOCK HEATER

Available as Dealer Installed Option Only via FCSD 41H

2007 SHELBY GT500 POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
RWD					
SC 5.4L 4V V8	6-Speed Manual	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS*

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
RWD				
SC 5.4L 4V V8	6-Speed Manual	8.4:1	TBD	TBD

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	
1 st Row	38.6
2 nd Row	35.0
Shoulder Room (inches)	
1 st Row	55.4
2 nd Row	53.3
Leg Room Maximum Extension (inches)	
1 st Row	42.7
2 nd Row	31.0
EPA Interior Volume Index (cu. ft.)	96.0
Luggage Capacity Trunk (cu. ft.)	12.3
EXTERIOR DIMENSIONS (inches)	
Wheelbase	107.1
Overall Length	187.6
Overall Width	74.0
Overall Height	54.5

*All dimensions and horsepower/torque ratings are preliminary figures