



2008MY

**Vehicle Line: Shelby GT500 Coupe & Convertible**

**Marketing Strategy and Mix Recommendations**

**Marketing Strategy Key Points:**

- 2008 marks a new era of America's High Performance Muscle Car from SVT – the **Shelby GT500**
- The 2008 Shelby 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 Shelby GT500 features a supercharged and intercooled 5.4L V8
- To add to the driving experience, today's 2008 Shelby GT500 features SVT tuned Mustang front and rear suspensions, 18" wheels and tires, and numerous interior and exterior upgrades
- All New Ambient Lighting (95M) and HID Headlamps (51H) options

**Recommended Mix:**

<b>Series</b>	<b>Retail Mix</b>
GT500 Coupe	70%
GT500 Convertible	30%

**Key Options Rates:**

Ambient Lighting (95M)	15%
GT500 Premium Interior Trim Package (68S)	50%
"GT500" Side Stripes Delete (Coupe/Convertible) (52S)	10%
HID Headlamps (51H)	15%
Over-the-top "Racing Stripes" Delete (Coupe) (52T)	5%
Shaker 1000 Audio System (918)	15%
SIRIUS® Satellite Radio (50S)	15%
Touch Screen DVD Based Navigation (58X)	15%

10/01/07

## 2008 SHELBY GT500 MAJOR PRODUCT SUMMARY

The all new, 2008 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 2008 Shelby GT500 delivers the highest performance Mustang ever produced.

The following equipment is standard as indicated:

### Shelby GT500

#### Powertrain/Functional

- Axle – modified 8.8" live axle w/3.31:1 gear ratio & limited slip differential
- Brakes – power 4-wheel disc with ABS & Traction Control (Brembo Front Rotors and Calipers)
- 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 to GT500
- Convertible top – black cloth (NA on Coupe)
- Exhaust – tuned stainless steel dual "X" pipe design
- Fascia – unique color keyed front & rear
- Fog lamps – front
- Grilles – unique upper & lower
- Headlamps – complex reflector halogen w/integral park/turn lamps
- Hood – unique w/functional air extractors
- Mirrors – dual power side-mounted
- Spoiler – unique color-keyed rear decklid spoiler
- Tire Inflation Kit – No spare tire available w/vehicle
- Tires
  - Front – P255/45ZR18 performance
  - Rear – P285/40ZR18 performance
- Trim
  - "GT500" side stripes (Coupe/Convertible)
  - Over-the-top "Racing Stripes" (Coupe)
- 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 panel appliqués – aluminum w/unique finish
  - Lamps – header mounted dome lamp
  - Map pockets – front door
  - My Color – 125 color interior lighting
  - Power points (2)
  - Scuff plate w/bright "SVT" script insert
  - Seats – unique sport bucket – leather seating surfaces w/cobra logo
  - Shift knob – unique w/leather shift boot & parking brake handle
  - Steering wheel – leather-wrapped w/unique thumb pads, tilt, and red stitching
  - Window/door locks – power
- LATEST ORDER GUIDE UPDATE**
- Clarification on stripe deletion options

Please see Standard Equipment page for more details.

### Product Features Availability

Features, options and package content subject to change. Please check [www.fmcdealer.com](http://www.fmcdealer.com) or Dealer eStore for the most current information.

★ = New for this model year

## 2008 SHELBY GT500 STANDARD EQUIPMENT

The following items are standard on every 2008MY SHELBY GT500:

### POWERTRAIN/FUNCTIONAL

- Brakes – power 4-wheel disc with ABS & Traction Control
- Engine – supercharged 5.4L 4V V8 w/intercooler
- Exhaust – stainless steel dual
- Rear window defroster
- Remote keyless entry
- Speed control – steering wheel-mounted
- Suspension – SVT tuned front & rear w/unique dampers and springs for Coupe & Convertible
- Transmission – Tremec 6-speed manual

### EXTERIOR

- "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
- Over-the-top "racing stripes" and "GT500" side stripes (coupe)
- "SHELBY" badging on rear decklid
- "Shelby GT 500" badging on faux gas cap
- Tire Inflation Kit – No spare tire available w/vehicle
- Tires – P255/45ZR 18 (front) and P285/40ZR18 (rear) performance
- Unique aluminum hood (w/dual functional air vents), front and rear fascias
- Unique rear spoiler
- Wheels – 18"x9.5" bright machined aluminum wheels

### INTERIOR

- Air conditioning – manual

### INTERIOR (Continued)

- Aluminum accent air registers
- Audio – Shaker 500 Audio System (AM/FM stereo w/CD6, 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
- Map pockets – front door
- Power locks – window/door
- Power points (2)
- Seats – leather sport buckets w/increased lateral support
- Steering wheel – leather-wrapped w/unique thumb pads, tilt

### SAFETY/SECURITY

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

# 2008 SHELBY GT500 FUNCTIONAL EQUIPMENT

## AXLE AVAILABILITY

*Axle Ratio = 3.31 with  
Limited Slip*

## WHEEL AVAILABILITY



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

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## 2008 SHELBY GT500 COUPE & CONVERTIBLE OPTIONAL EQUIPMENT

		GT500 Coupe	GT500 Convertible
<b>BODYSTYLE</b>			
Coupe/Convertible	Body Code Order Code	T88 820A	T89 850A
<b>ENGINE</b>			
<b>5.4L 4V V8</b>			
Horsepower @ rpm (SAE net) – 500	99S	S	S
Torque (lb-ft. @ rpm) – 480			
<b>TRANSMISSION</b>			
6-Speed Manual	44E	S	S
<b>WHEELS &amp; TIRES</b>			
18" Bright Machined Aluminum	64S	S	S
P255/45ZR18 Front & 285/40ZR18 Rear	T9H	S	S
Wheel Locking Kits	17L	S	S
<b>SAFETY/SECURITY</b>			
Active Anti-Theft System (incl. perimeter inclination & intrusion alarms)	14A	S	S
Anti-lock Brakes (ABS) w/Traction Control	552	S	S
Front Seat Side-Mounted Air Bags	43A	S	S
HID Headlamps	51H	O	O
<b>KEY EXTERIOR OPTIONS</b>			
"GT500" Side Stripes – Delete Option req. 52T with Coupe	52S	O	O
Over-The-Top "Racing Stripes" – Delete Option	52T	O	—
<b>KEY INTERIOR OPTIONS</b>			
<b>Audio</b>			
Ambient Lighting	95M	O	O
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 (Includes receiver module & mounted antenna, programming N/A in AK or HI)	50S	O	O
Touch Screen DVD Based Navigation	58X	O <sup>1</sup>	O1
<b>Seats</b>			
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
<b>GROUPS &amp; PACKAGES (See Package Options/Emissions Page for Pkg. Content)</b>			
GT 500 Premium Interior Trim Package (incl. wrapped & stitched instrument panel brow & center console w/upgraded door armrest, electrochromic rearview mirror w/compass & aluminum pedal covers)	68S	O	O
<b>GENUINE FORD ACCESSORIES, PRE INSTALLED – Limited Production Offerings</b>			
Cover, Full Vehicle – Weathershield, w/Shelby Script & Cobra Logo	971	O	O

<sup>1</sup> NA w/Shaker 1000

★ = New for this model year

S = Standard, O = Optional, P = Packaged Option F = Fleet Option w/valid  
FIN code

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## 2008 SHELBY GT500 COLOR & TRIM AVAILABILITY

		Interior Color	
		Charcoal Black/Charcoal Black	Charcoal Black/Crimson Red
<b>GT500 COUPE/CONVERTIBLE</b>	Leather Sport Buckets	GW	GR
EXTERIOR COLOR		Code	Tape Stripe Availability
<b>GT500 COUPE</b>			
Torch Red Clearcoat	D3	• 2 or 7 or E	• 2 or 7 or E
Alloy Clearcoat Metallic	G5	• 7	• 7
Vista Blue Clearcoat Metallic	G9	• 2	
Performance White Clearcoat	HP	• 8 or A or E	• A or E
Grabber Orange Clearcoat	U3	• 2 or E	
Ebony Clearcoat	UA	• 2 or A	• 2 or A
Vapor Silver Clearcoat Metallic	ZY	• E	• E

EXTERIOR COLOR		Code	Roof / Tape Stripe Availability	
<b>GT500 CONVERTIBLE</b>				
Torch Red Clearcoat	D3	• A / 2 or 7 or E	• A / 2 or 7 or E	
Alloy Clearcoat Metallic	G5	• A / 7	• A / 7	
Vista Blue Clearcoat Metallic	G9	• A / 2		
Performance White Clearcoat	HP	• A / 8 or A or E	• A / A or E	
Grabber Orange Clearcoat	U3	• A / 2 or E		
Ebony Clearcoat	UA	• A / 2 or A	• A / 2 or A	
Vapor Silver Clearcoat Metallic	ZY	• A / E	• A / E	

**Convertible Roof Color Legend**

NOTE: Enter Order Code:  
CA (Black) (NA on Coupe)

A – Black

**Tape Stripe Legend**

NOTE: Enter Order Code:  
852 (Oxford White), 858 (Vista Blue), 85A (Alloy), 857 (Satin Silver), 85E (Ebony)

2 – Oxford White  
8 – Vista Blue  
A – Alloy  
7 – Satin Silver  
E – Ebony

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2008 SHELBY GT500  
**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 w/upgraded door armrest w/stitching
- Electrochromic rearview mirror w/compass
- Aluminum pedal covers

**Options Available:**

- Touch Screen DVD Based Navigation (58X)
- ★HID Headlamps (51H)
- ★ Ambient Lighting (95M)

**MISCELLANEOUS**

COV Required ..... **79V**

**50 STATE EMISSIONS**

Standard on all units ..... **425**

**ENGINE BLOCK HEATER**

Engine Block Heater Dealer installed option only

★ = New for this model year

**2008 SHELBY GT500  
POWERTRAIN/DIMENSIONS**

**FUEL ECONOMY**

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
<b>RWD</b>					
SC 5.4L 4V V8	6-Speed Manual	14	20	\$2,812	20.4212

**ENGINE HORSEPOWER AND TORQUE RATINGS\***

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER H.P. @ RPM	TORQUE FT. LB. @ RPM
<b>RWD</b>				
SC 5.4L 4V V8	6-Speed Manual	8.4:1	500	480

**DIMENSIONS\***

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

\*All dimensions and horsepower/torque ratings are preliminary figures