



OUR BEST SALESMAN!

The man who purchases a **COBRA** is a special type of automotive connoisseur. Chances are that his first meeting with a **COBRA** found him trying to find fault! (Which, of course, is understandable considering his past experience with conventional sports cars.) Being a serious and knowledgeable enthusiast, he had appreciated the meticulous precision of the German products, the wild abandon of the exotic Italian cars, and he had quite possibly even sampled a plastic car for two or three weeks. He knows the virtues and faults of every car intimately. His search for perfection had always ended in nagging dissatisfaction with some feature or detail that would have destroyed pride of ownership. It was this background, knowledge, and practical experience that enabled him to quickly

evaluate the merits of the **COBRA**.

Mental check lists were eliminated in a few moments of careful examination of the **COBRA'S** design, engineering and construction. The first drive left only the lingering sensation of precise rack and pinion controlled rushes of **COBRA/FORD V-8** power. (Those tingling after-thoughts of continually braking too early were annoying only in that his standards of driving had to be completely re-evaluated to compensate for past experience.)

Actually, going down, entering the showroom, and purchasing the **COBRA**, was sort of a quaint ceremony that might faintly be described as his reaffirmation of a renewed belief in life and things beautiful, with a signature on the dotted line!

COBRA
POWERED BY FORD

SHELBY AMERICAN, INC. 1042 PRINCETON DRIVE, VENICE, CALIFORNIA