



CARROLL SHELBY ANNOUNCES LAUNCH OF CONTINUATION CARS

A deal inked by Carroll Shelby, Sanderson Sales & Marketing and Unique Motorcars of Irving, Texas has led to the debut of continuation 1960s Shelbys incorporating modern technology that updates the performance and comfort of the sexy muscle cars. The first car in the continuation series is an Eleanor Shelby GT500E.

([PRWEB](#)) November 27, 2002 -- LAS VEGAS -- November 7, 2002 -- Though it has been decades since coupes rolled off the assembly line bearing the legendary Shelby name, the cars will once again thunder across the roads under a deal inked by Carroll Shelby, Sanderson Sales & Marketing and Unique Motorcars of Irving, Texas. The historic agreement has led to the debut of continuation 1960s Shelbys incorporating modern technology, such as Baer Brakes, that updates the performance and comfort of the sexy muscle cars. The first car in the continuation series is an Eleanor Shelby GT500E, similar to the one seen in the recent motion picture *Gone in Sixty Seconds*.

Enthusiasts and collectors have been begging for more Shelbys, said Steve Sanderson, President of Sanderson Sales & Marketing. This unprecedented agreement will unleash a herd of Shelbys that combine the best current technology with classic styling and Shelby heritage. We're creating these continuation cars just like Carroll did in the 1960s by taking standard Mustangs and working Shelby magic on them that take performance to an entirely new level.

To build the continuation Shelbys, Unique Motorcars will rescue vintage Mustangs for transformation. The restored cars will feature the best engine, suspension, brake and comfort components on the market, while sporting the classic good looks of the original 1960s Shelby. Baer Brakes will help develop high performance systems specifically for the cars.

The line of authentic Shelby cars has just grown dramatically, which allows us to offer a vehicle for every taste including the big block and small block Cobra, Series 1 and GT500E, said Carroll Shelby. Our continuation Shelbys will have spectacular performance, timeless good looks and cutting-edge technology. I guarantee these cars will have the right stuff to stomp the competition.

(more)

Continuation Shelbys to be Available (2/2)

Sanderson Sales & Marketing is a national dealer for authentic Shelby vehicles and the exclusive dealer for the Eleanor GT500E. The company will conduct a 40th Anniversary Cobra Tour next year that celebrates the first Shelby Cobra racing championship by giving individuals the opportunity to personally experience a 427 Cobra, factory 289 racing Cobra, Shelby Series 1 and the GT500E. Over 30 stops are planned nationwide during 2003.

The limited edition GT500E is available with a wide range of performance and cosmetic options. Various Shelby tuned V8s, Total Control suspension, Nitrous Oxide System, roll bar, 17 wheels, side exhaust and



Baer brakes are available. A supercharged aluminum 427 powered "Super Snake" will also be offered. Each car is meticulously built and comes with a certificate of authenticity from the Eleanor originator.

"We're introducing Shelby performance vehicles to a new generation of enthusiasts," stated Douglas Hasty, President and CEO of Unique Motorcars. "We're working closely with Shelby Engineering to ensure these cars are authentic Shelbys. The GT500E is the first in a series of Shelbys to be introduced over the next year. As authentic Shelbys, these cars will be included in the next official Shelby American World Registry."

Carroll Shelby is one of America's greatest racing heroes. After a successful international racing career, he founded a car company in 1962 that trounced every other sports car in the world, beginning with his legendary Cobra. Forty years later, anyone can own one of these remarkable cars because Shelby American is offering new Cobras, and now GT500E through Sanderson Sales & Marketing.

"We're gratified that Sanderson Sales & Marketing could facilitate this agreement," stated Sanderson. "These continuation Shelbys offer value, collectability and performance that can't be matched. Enthusiasts and collectors rejoice!"

About Sanderson Sales & Marketing

Sanderson Sales and Marketing, which markets luxury products worldwide, produces the 40th Anniversary Cobra Tour. The company markets the Shelby Cobra and Shelby Series 1, and Shelby GT500E nationwide. Additional information about the 40th Anniversary Cobra Tour and Shelby products is available at www.sandersonsales.com or by calling Scott Black at (214) 520-3430.

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