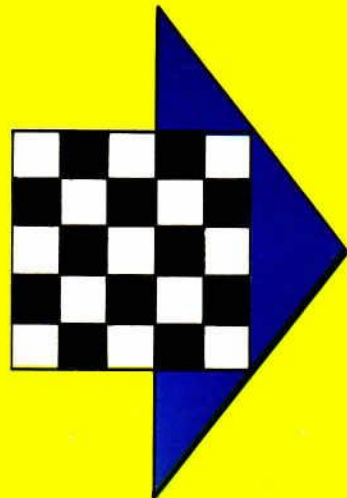
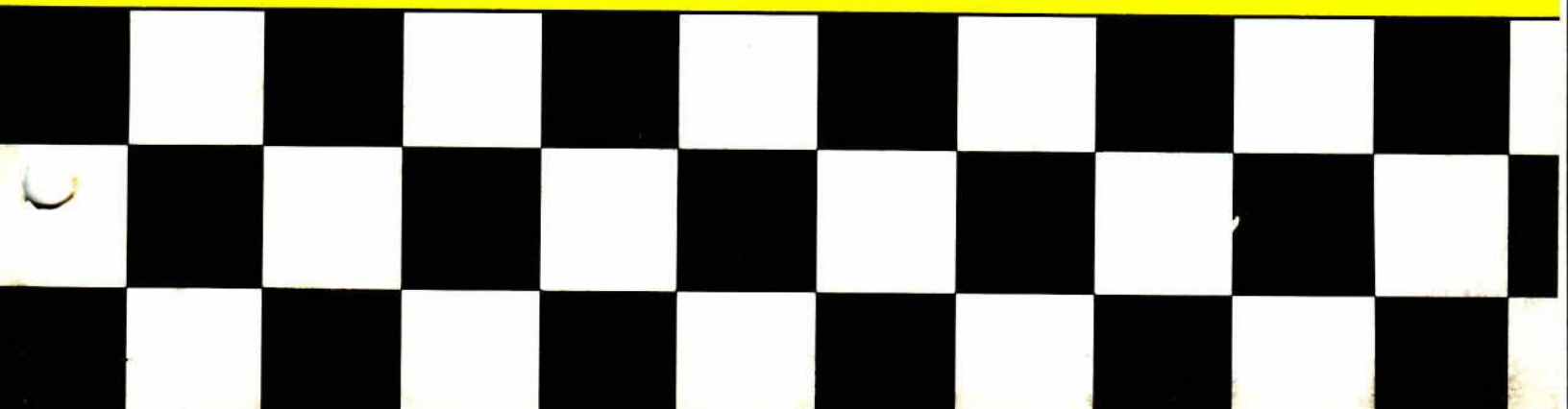


**Get with the
GOING THING...**



**Performance
Accessories**



The Performance Market is the "Going Thing"

The "Performance Market" is the Youth Market . . . and one of the fastest growing and most profitable markets available to you today.

Ford powered cars have dominated the performance and racing world for the last five years and have helped to create a total performance image for all Ford products.

To bring this image into your performance corner we have adapted the Cobra symbol to a number of popular buff items.

A special display package of Cobra and Mach I racing accessories is now available for use in your performance corner, showroom, or parts department, to create additional traffic and improve your image as a performance dealer. This display will include a supply of retail mail order coupons. The coupons will not be available through any other source and will entitle your customers to special discounts on all accessories.

The display is 18" x 24" and includes the following items:

Cobra Racing Jacket (includes emblems as shown)

Cobra Butane Lighter

Cobra Medallion and Chain

Cobra Tie Tack

Cobra Keychain

Cobra Decal

Mach I Decal

Mustang Keychain

Mustang Tie Tack

The display unit is attractively packaged and designed for use on counter tops, windows or walls. The total retail value of the items included is \$29.70.

During the introduction period . . . any time up to December 31, 1968, the package will be available to Ford Dealers for—\$18.75.

These materials are also available as individual items for use as incentives, sales closers, follow-up gifts, and other dealer promotions. Make these items available all year to maintain a steady flow of performance buyers.

Being a part of today's "Going Group" means: youth, opportunity, sales, profit.

See enclosed order forms.

ORDER FROM:

THE PERFORMANCE CORNER

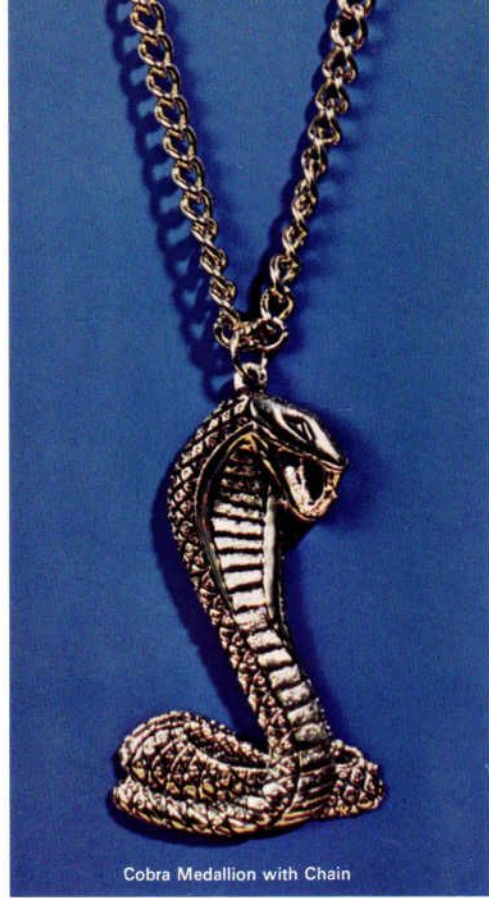
P.O. BOX 1000 • DEARBORN, MICHIGAN 48121

accessories
are the
going
thing

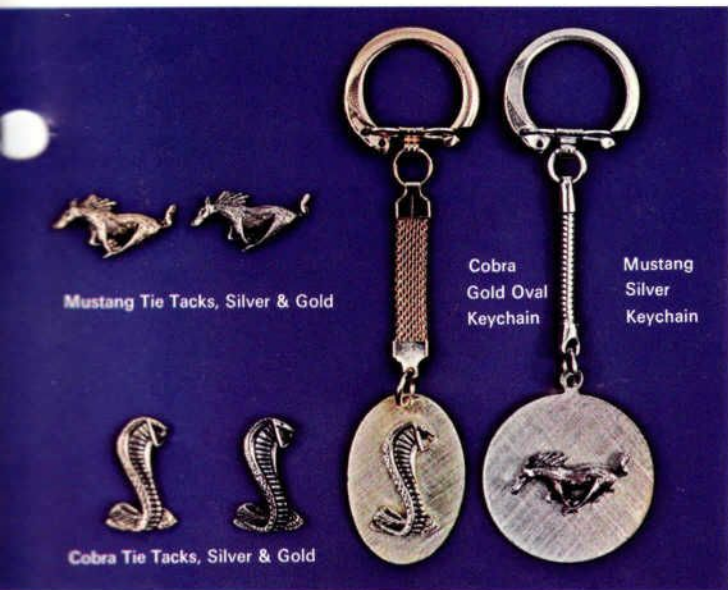


"Snake on
Wheels"
Patch

Jacket



Cobra Medallion with Chain

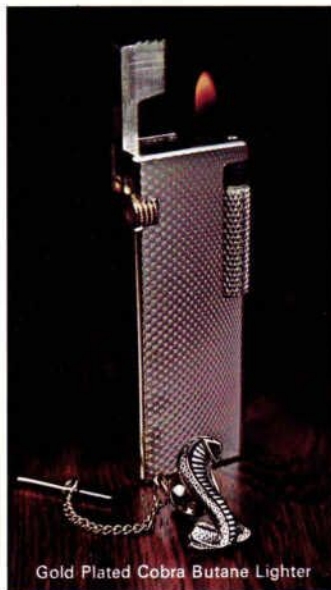


Mustang Tie Tacks, Silver & Gold

Cobra
Gold Oval
Keychain

Mustang
Silver
Keychain

Cobra Tie Tacks, Silver & Gold



Gold Plated Cobra Butane Lighter



Cobra "Snake on Wheels" Decal, 6 x 6"

	Reg. Price	Perf. Corner Special Discount	Dealer Price
COBRA RACING JACKET..... 100% oxford nylon by Monsanto. Washable, both emblems. Avail. in blue or white. Mens and Womens sizes	\$10.95	\$8.95	\$6.75
COBRA BUTANE LIGHTER..... Gold Plated. The ideal gift.	5.50	4.50	3.70
COBRA MEDALLION & CHAIN..... Really "IN". Avail. in Gold or Silver	4.95	3.95	2.95
COBRA KEYCHAIN..... Avail. in Oval-Gold & Round-Silver	1.95	1.75	1.25
COBRA TIE TACK..... Avail. in Gold or Silver	1.95	1.75	1.25
MUSTANG KEYCHAIN..... Avail. in Oval-Gold & Round-Silver	1.95	1.75	1.25
MUSTANG TIE TACK..... Avail. in Gold or Silver	1.95	1.75	1.25
COBRA DECAL..... Seven Color, Mylar	.25	.15	*
MACH I DECAL..... Full Color, Mylar	.25	.15	*
COBRA JACKET EMBLEM..... Seven Color, Swiss Embroidered	1.50	.90	.60
MACH I JACKET EMBLEM..... Full Color, Swiss Embroidered	1.00	.75	.50

*See order form. Sold only in package quantity.



COBRA



PERFORMANCE ACCESSORIES

from

THE PERFORMANCE CORNER

Item No.	Description	Price	Size	Color	How Many	Amount
100	DEALER DISPLAY KIT . . . complete display including the following *Racing Jacket *Mustang Tie Tack *Cobra Decal *Cobra Medallion *Cobra Lighter *Cobra Key Chain *Mustang Key Chain *Cobra Tie Tack *Jacket Patch *Retail Order Forms	\$18.75 /kit			/kits	
709	COBRA RACING JACKETS - MENS Indicate Quantity desired for each Size and Color	\$6.75/ea	M E N S	Sm (1) WHITE		
				Sm (8) BLUE		
				Med (1) WHITE		
				Med (8) BLUE		
				Lg (1) WHITE		
				Lg (8) BLUE		
				X Lg (1) WHITE		
				X Lg (8) BLUE		
710	COBRA RACING JACKETS - LADIES Indicate Quantity desired for each Size and Color	\$6.75/ea	L A D I E S	Sm (1) WHITE		
				Sm (8) BLUE		
				Med (1) WHITE		
				Med (8) BLUE		
				Lg (1) WHITE		
				Lg (8) BLUE		
711	COBRA RACING JACKETS - CHILDRENS Indicate Quantity desired for each Size and Color	\$6.75/ea	C H I L D R E N S	Sm (1) WHITE		
				Sm (8) BLUE		
				Med (1) WHITE		
				Med (8) BLUE		
				Lg (1) WHITE		
				Lg (8) BLUE		
614	COBRA CHAIN & MEDALLION Indicate Quantity desired for each color	\$2.95/ea		(12) SILVER		
				(13) GOLD		
611	COBRA KEY CHAIN Indicate Quantity desired for each color	\$1.25/ea		(12) SILVER		
				(13) GOLD		
607	COBRA TIE TACK Indicate Quantity desired for each color	\$1.25/ea		(12) SILVER		
				(13) GOLD		
612	MUSTANG KEY CHAIN Indicate Quantity desired for each color	\$1.25/ea		(12) SILVER		
				(13) GOLD		
613	MUSTANG TIE TACK Indicate Quantity desired for each color	\$1.25/ea		(12) SILVER		
				(13) GOLD		
603	COBRA BUTANE LIGHTER - Gold Plated	\$3.70/ea				
710	JACKET PATCH - "Snake on Wheels"	\$.60/ea				
711	JACKET PATCH - "Mach I.."	\$.50/ea				
105	DECAL - "Snake on Wheels" (Lot of 50)	\$5.00/Lot			/Lots	
106	DECAL - "Mach I" (Lot of 50)	\$5.00/Lot			/Lots	

DEALERSHIP NAME _____ PARTS ACCOUNT NUMBER _____
 ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

BILLING INFORMATION: Ford Motor Company is hereby authorized to charge my Parts Account for this order plus applicable state and/or local taxes, transportation, and a 75c handling charge.

(Authorized Signature) _____

SEND THIS ORDER FORM TO:
 THE PERFORMANCE CORNER . . . P.O. BOX 1000 . . . DEARBORN . . . MICHIGAN . . . 48121

Autosport Products, Inc.
 17350 W. Ten Mile
 Southfield, Mich. 48075
 (313) 352-1080



DEALER PRICE SCHEDULE 3-15-69

Performance Corner
 Shelby Accessories, Inc.

Page Number	Item Description	Dealer Discount	Catalog-Retail Price	Dealer Cost
1	Cobra Story	30%	\$3.95	\$ 2.77
2	Patches	40%	1.00	.60
		40%	1.50	.90
		40%	2.00	1.20
2	Decals (lots of 50 only)	60%	*12.50	*5.00
3	Gloves - Knit Back	30%	8.50	5.95
	- Open-Back	30%	8.95	6.27
4&5	Shift Knobs - Walnut	30%	3.75	2.63
	- Vinyl	30%	4.95	3.47
	- Plain-T-Bar	30%	4.95	3.47
	- Insert-T-Bar	30%	5.95	4.17
6	Wood Steering Wheel**		49.95	
6	Leather Steering Wheel Cover	30%	6.95	4.87
7	Face Shields - Clear	30%	4.95	3.47
	- Green	30%	5.50	3.85
	Shorty Visor	30%	1.50	1.05
	Half Shade	30%	.75	.53
7	Italian Goggles	30%	10.95	7.67
7	Reg. Racing Goggles	30%	2.95	2.07
8	Helmets	24%	29.95	22.80
9	Fob & Knob Sets-T-Bar	30%	6.95	4.87
	Vinyl		5.95	4.17
	Walnut		4.95	3.47
10-15	All Jewelry - lighters	30%	5.95	4.17
			4.95	3.47
			4.50	3.15
			3.95	2.77
			2.95	2.07
			1.95	1.37
16	Shelby Racing Mirror	30%	5.95	4.17
16	Hood Pin Kit-w/cables	30%	6.95	4.90
	-w/o cables	30%	4.95	3.47
17	All car plaques	30%	3.95	2.77
			2.95	2.07
			1.95	1.37
			1.50	1.05
18	Cobra Driving Jacket	20%	19.95	15.96
	Jacket Liner	20%	5.00	4.00
	Jacket & Liner	20%	24.95	19.96
19	Jacket Emblems	40%	1.50	.90
			1.00	.60
19	Mock Turtleneck	30%	9.95	6.97
19	Sweatshirt	30%	3.95	2.77
20	Chrome Switch-Single	30%	2.50	1.75
			3.50	2.45
20	Stop Watch Holder	30%	2.00	1.40
20	Leather Watch Strap	30%	1.50	1.05
20	Maserati Air Horns	20% All		
	" Dual "		19.95	15.96
	Add/Chrome Horns		4.00	3.20
	" Triple "		29.95	23.96
	" w/H.D.Com.		39.95	31.96
	Add/Chrome Horns		5.00	4.00
21	Shelby Jump Suit	20%	18.95	15.16
21	Cobra Tach	35%	29.95	19.47
21	Shelby Parts Book **			
22	Fleece Lined Jacket	20%	18.95	15.16
22	Cobra Windbreaker	32%	10.95	7.50
	(Same as above in dozen lots (6.75e.)	38%	131.40	81.00
23	T-Shirts-all	30%	2.00	1.40
	(in dozen lots) (1.20)	40%	24.00	14.40

Page Number	Item Description	Dealer Discount	Catalog-Retail Price	Dealer Cost
24&25	All glassware	30%	3.95	2.77
			3.50	2.45
			2.95	2.07
	All glassware in dozen lot orders(sets)	40%	47.40 (3.95)	38.44
		40%	42.00 (3.50)	25.20
		40%	35.40 (2.95)	21.24
26	All Engine Parts Except Tach**			
	Cobra Tach	35%	29.95	19.47
27	Lucas Driving Lights			
	Single Long Range	30%	25.95	18.17
	Complete Long Range Kit	20%	39.95	31.96
	Single Fog Lamp	30%	18.95	13.27
	Complete Fog Lamp Kit	20%	34.95	27.96
27	Len Covers - each	40%	1.95	1.17
27	Switches - single	30%	2.50	1.75
	- double	30%	3.50	2.45
28	Posters - each	40%	1.00	.60
	Poster Set	40%	2.95	1.77
29	Shelby Posters - The Snake	40%	1.50	.90
	- Shelby Girl	40%	1.50	.90
	- Set-both	40%	1.95	1.17
29	Racing Prints (Set of 4 only)	40%	5.00	3.00
30	Comp. belts	30%	23.00	16.10
30	Shoulder Harness	30%	15.00	10.50
30	Nomex Gloves	20%	13.95	11.16
31	Suspension Parts **			
32	Chili - only as shown in book	None	1.00	1.00
			5.95	5.95
			19.95	19.95

*Sold only in dealer lots

All prices FOB Plymouth, Mich.

**Order from
 CARROLL SHELBY ENTERPRISES
 HIGH PERFORMANCE PARTS DIV.
 300 MAIN STREET
 EL SEGUNDO, CALIFORNIA 90245

Dealer orders for less than
 \$25 are subject to a \$2
 processing charge.

Autosport Products, Inc.
 17350 W. Ten Mile
 Southfield, Mich. 48075
 (313) 352-1080