

**Publish Date:** December 19, 2016      **Due Date (If Applicable):** February 27, 2017  
**Information:** EFC05352 2018MY Shelby GT350 Program Enrollment \*NOW OPEN\*  
**Target Dealer Group:** All Ford Dealerships  
**Target Audience:** Dealer Principals, General Managers, Sales Managers  
**Target Dept(s):** ☒ New Sales ☐ CPO/Used Sales ☐ Fleet Sales ☐ Finance ☒ Parts ☒ Service

#### **ACTION REQUESTED**

- Review the Shelby GT350 Program and determine dealer interest for the 2018 model year Shelby GT350
- Complete the certification enrollment process no later than February 27, 2017
- GT350 Program Enrollment Form must be signed and scanned or faxed to program headquarters.
  - Fax number 313-203-7270 or scanned and emailed to [fordsp1@ford.com](mailto:fordsp1@ford.com)

#### **SUMMARY**

The purpose of this communication is to ensure dealers interested in being eligible for the 2018 model year Shelby GT350 complete the certification and enrollment process by February 27, 2017.

#### **SHELBY GT350 CERTIFICATION & ENROLLMENT REQUIREMENTS**

**Sales Certification:** Dealership will be required to maintain at least one Shelby GT350 certified sales consultant. Training requirements will be similar to those in the past and include web-based training. Specific training requirements and courses will be the topic of a future communication.

#### **ADDITIONAL INFORMATION**

- The fee of \$1,000 for the 2018MY will be charged to the dealership's parts statement during the 2017 calendar year.
- This fee enrolls the dealership in the Shelby GT350 program for the 2018MY. Future model years will have a separate enrollment period.
- This enrollment fee will provide your dealership the following materials:
  - Product Brochures, Hero Cards, Technical Data Cards and all Shelby GT350 specific marketing materials
  - Web based product training, product update broadcasts, and digital videos
  - Event Support
  - Dealer/Consumer assistance through the Ford Performance Group

#### **SHELBY GT350 ALLOCATION AND DISTRIBUTION PLAN**

Dealers who complete the certification process will be eligible for the following allocation:

- One unit for any dealer that Enrolls in this program and completes Certification Requirements
- Remaining production will be based on Retail Sales Share of Nation (Mustang) formula. This will be determined once dealer certification has been completed.

#### **2018 SHELBY GT350 PROUCT CHANGES**

The only changes to the 2018 Shelby GT350/GT350R will be exterior colors. All other functional, exterior and interior content will be carryover from 2017MY. Final color lineup will be announced at a later date.

#### **ATTACHMENT**

[GT350 Program Enrollment Form](#)

#### **QUESTIONS**

Questions can be addressed to the Ford Performance call center at 1-800-367-3788