

2016 MY Shelby GT350 and GT350R Allocation Plan

SHELBY GT350

- Shelby GT350 Production coincides with the OKTB of the Base 2016MY Mustang
- Shelby GT350 Production will run through the full 2016 MY (R Model will not be built during the winter months, November through February)
- Shelby GT350 Press Release: Goes live Tuesday, April 28th, 12:01 a.m. ET

Allocation Strategy

Based on Share of Nation & Lottery

Dealers will earn Shelby GT350 allocation based on the following criteria:

GT 350	<p>Shelby GT350</p> <p><u>Allocation Methodology</u></p> <ul style="list-style-type: none">○ Guaranteed 1 unit per Enrolled Dealer in the Shelby GT 350 Program○ Remaining allocation distributed through Share of Nation Mustang Sales based on retail Mustang sales (prior 24 months, March 2013 through March 2015)
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GT 350R	<p>Shelby GT350R</p> <ul style="list-style-type: none">○ Allocation is incremental to GT350 allocation earned○ Dealer will generate 1 GT350R for every 3 GT350s earned○ Lottery: 100 units<ul style="list-style-type: none">▪ Remaining Dealers who have not earned a Shelby GT350 R will be enrolled in a lottery. These dealers will receive one “chip” for each Mustang they have sold. ‘O’ sales will receive ‘1’ chip. Dealers can earn a maximum of ‘1’ GT 350R through the lottery.
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