

# **SALEEN**

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## **A U T O S P O R T**

### **1991 DEALER INFORMATION PACKET**



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*SALEEN.....Power in the hands of a few*





## WHY SHOULD A DEALER SELL SALEEN MUSTANGS?

As we continue to expand our dealer network throughout the United States, Canada, and Mexico, increasingly this questions comes up from those Ford Dealers whom we have identified as potential Saleen Dealers.

There isn't only one answer eventhough one or more may be obvious. Instead, we have and our successful Dealer network have identified many good solid reasons why a **Saleen Mustang** can be the best addition a Dealer can make to his line-up of new cars. Here are a half dozen:

### (1) INCREASED PROFITABILITY

The national average for gross profit on each new vehicle sold is between \$700 and \$750. Since nearly all **Saleen Mustangs** sell at Suggested List and higher, the Dealer gross margin per Saleen sold is nearly four (4) times the national average! Thus, for example, a number of our current dealers have sold more than 30 **Saleen Mustangs**, with the equivalent in profit to selling more than 120 standard Mustangs. This is a phenomenal number by anyone's standard.

### (2) INCREASED TRAFFIC FLOW

A **Saleen Mustang** is unique both for its performance and for its looks. It draws attention wherever it is parked and displayed, particularly on the showroom floor, or out in front of the Dealership.

It provides an unique reason for customers to visit the Dealership, whether sons or daughters bringing their parents in to see it, or serious shoppers attracted to the showroom because they see something in there that catches their eye and makes them want to know more about it.

An entire segment of our population is seriously interested in high performance vehicles, and motorsports in general. Where a Dealer is known for maintaining a Saleen on the floor, the motorsports enthusiasts in the area will provide significantly increased traffic flow, and invite other potential

buyers along. That quickly translates into more vehicle sales, even if they are first attracted to the Dealership by the **Saleen Mustang**, but wind up buying some other new car from the Dealer.

### (3) DEALER DIFFERENTIATION

As just discussed, selling a **Saleen Mustang** clearly sets the Dealer apart from not only other Ford Dealers in the marketing area, but from all other Dealers as well. Every ad in the local paper featuring the Dealer's Fords as well as **Saleen Mustangs**, sends a clear message to the consumers that the Saleen Dealer is unique, and has more to offer a prospective buyer to look at than the same standard line-up of Ford cars offered by every other Ford Dealer.

Further, it gives the prospective buyer a sense that the Dealership and its employees have a higher level of knowledge about cars in general, and performance cars in particular. It is not at all unusual for a consumer to purchase a standard Ford at one Dealership, and purposely bring the car to the Ford Motorsports Dealer for parts, accessories, and maintenance, in the belief that a higher level of experience and capability exists at the Motorsports Dealer.

There are 5,500 Ford Dealers across the United States, and there is no better way to be differentiated in a most positive way than to be a **Saleen Mustang Dealer**.

### (4) ENHANCED IMAGE

One of the most difficult marketing and public relations objectives any business can undertake is the achievement of a desired image as perceived by the general public.

The **Saleen Mustang** is a racy, exotic, fast, high performing, at-the-leading-edge-of-technology kind of car. If a Ford Dealer wants to be ultra-conservative, reserved, or just wants to remain quietly hidden in the highly competitive car sales market, then selling **Saleen Mustangs** would not be a recommended strategy.

On the other hand, if a high tech, progressive and aggressive, in-tune-with-the-times image is what a Ford Dealer would like to establish in the minds of many new car buyers, then selling **Saleen Mustangs** will go a long way toward creating and maintaining that image.

### (5) INCREASED ALLOCATION

As every Dealer knows, trying to increase the basic allocation of Mustangs from Ford Motor Company depends on the level of sales from the previous year. Our Saleen Dealers have taken advantage of this by not only selling



their own allocation of Mustangs as standard or Saleen cars, but as Saleen Dealers, have immediate access to the Saleen pool of Mustangs once their sales exceed the cars they drop shipped directly to Saleen. Thus, at year-end, Saleen Dealers are credited with the additional vehicles purchased from the Saleen pool, and their allocation for next year is increased proportionately.

If increased allocation is important to a Ford Dealer, then selling **Saleen Mustangs** is one good way to achieve that goal.

## **(6) GENERAL SALES AND MARGINS**

There are three areas where this objective is achieved. First, Saleen owners tend to spend a significantly higher percentage of their disposable income for add-on parts and accessories. Thus, for example, producing 30 new Saleen owners in a single model year will greatly increase sales and profitability of the Dealership because those incremental sales tend to have a higher gross margins.

Second, because the **Saleen Mustang** is priced higher than a standard Mustang, many of our Dealers have found that their gross margins on comparable standard cars is higher simply because of the side-by-side comparison. Because **Saleen Mustangs** are rarely sold at any discount, the Dealer sales personnel have a stronger hook to keep from discounting the other cars too deeply. Many buyers who can't afford the additional investment of the Saleen package are therefore more inclined to purchase a standard Mustang at close to manufacturer's suggested list.

Third, Saleen Autosport, Inc. is the only builder of High Performance Mustangs continually providing national advertising campaign support and substantial editorial coverage in numerous nationally recognized motorsport magazines. Saleen's racing efforts in the Sports Car Club of America's Trans-Am Championship, and the SCCA Racetruck Challenge for mini-pickups, provides constant consumer awareness of the products offered through its network of Ford Saleen Dealers. These racing efforts are carried on across the country, and are witnessed by millions of motorsports fans who attend such events in person and watch these racing series on national television. Often during the race season these events take place literally short distances from a large number of Saleen Dealers, offering the Dealers the opportunity to take advantage of increased consumer awareness of the **Saleen Mustang** and additional sales during the week of the event.

## **SUMMARY**

These are just a few of the reasons why it pays to be a Saleen Dealer. What it takes is the confidence of knowing that other Dealers have achieved great success in sellin the **Saleen Mustang**. Only select Ford Dealers across the country have the chance to realize the enhanced image and additional income already enjoyed by other market-conscious Dealers.



# 1991 SALEEN MUSTANG

## FEATURES AND SPECIFICATIONS

### RACECRAFT SUSPENSION

- Progressive rate front/rear coil springs
- Monroe Formula GP gas front struts
- Special strut mounting bearings
- Monroe Formula GP gas rear shocks
- Monroe Formula GP quad shocks
- Saleen Autosport urethane sway bar pivot bushings
- Saleen Autosport 5-spoke alloy wheels  
Front: 16" x 7"    Rear: 16" x 8"
- General XP2000Z-rated tires: P225/50 ZR16 (**new for 1991**)
- Saleen High Performance alignment and tuned chassis

### PERFORMANCE ENHANCEMENTS

- Four-wheel disc brakes/SVO type
- 5-lug bolt pattern
- 3-point strut tower brace (**new for 1991**)
- G-load brace
- Racecraft sub-frame connectors
- Hurst quick ratio shifter

### AIR MANAGEMENT DESIGN

- Saleen Autosport competition design rear wing
- Saleen Autosport Edition urethane front air dam
- Saleen Autosport Edition urethane side skirts
- Saleen Autosport Edition urethane rear valance
- Front bumper molding

### STYLING AND INTERIOR

- 170 MPH Saleen Speedometer
- Electronic Saleen tachometer
- Leather-covered shift knob
- Saleen-accented leather steering wheel
- Pioneer cassette/radio with 6 speakers and remote control
- Pioneer graphic equalizer
- Saleen Edition Flofit sport seats with adjustable lumbar
- Saleen Edition Flofit rear seats and matching door panels
- Saleen front and rear floor mats
- Saleen Mustang windshield tint band
- Saleen Mustang design graphics/accent stripes
- Serialization number, front
- Serialization console plaque, etched metal finish
- Saleen Mustang owner's jacket
- Saleen Mustang Owner's Manual
- Saleen Championship Wreath (**new for 1991**)

*Specifications subject to change without notice.*





**CONFIDENTIAL 1991  
PRICING INFORMATION  
SALEEN MUSTANG COUPE**

<b>BASE FORD MUSTANG</b>	<b>P40</b>	<b>\$11,993.00</b>
5.0L EFI HO MOTOR	99E	incl.
5-SPEED TRANS	445	incl.
TIRES	T26	incl.
3:08 AXLE	45C	incl.
H.D. BATTERY		incl.
 <b>SPECIAL VALUE GROUP</b>	 <b>245A</b>	 <b>\$ 1,117.00</b>
AIR CONDITIONING	60A	incl.
ILLUMINATED VISORS	60A	incl.
POWER SIDE WINDOWS	61A	incl.
POWER LOCK GROUP	61A	incl.
POWER SIDE MIRRORS	61A	incl.
SPEED CONTROL	525	incl.
REAR WINDOW DEFROST	57Q	136.00
RADIO CREDIT	58Y	(483.00)
FREIGHT		430.00
 <b>FORD TOTAL:</b>		 <b><u>\$13,193.00</u></b>
 <b><u>SALEEN PERFORMANCE PACKAGE</u></b>		 <b><u>\$ 9,359.00</u></b>
 NEW CAR DETAIL/HANDLING		 incl.
 <b>GRAND TOTAL:</b>		 <b><u>\$22,552.00</u></b>

- COLORS AVAILABLE:
- BLACK/SILVER GRAPHICS
  - BLACK/GOLD GRAPHICS
  - WHITE/BLUE GRAPHICS
  - WHITE/SILVER GRAPHICS
  - WHITE/GOLD GRAPHICS
  - BRIGHT RED/SILVER GRAPHICS
  - BRIGHT RED/GOLD GRAPHICS
  - TWILIGHT BLUE METALLIC/SILVER GRAPHICS

**SUGGESTED RETAIL** **\$24,990.00**

*Prices & specifications subject to change*  
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**CONFIDENTIAL 1991  
PRICING INFORMATION  
SALEEN MUSTANG HATCHBACK**

<b>BASE FORD MUSTANG</b>	<b>P41</b>	<b>\$12,443.00</b>
5.0L EFI HO MOTOR	99E	incl.
5-SPEED TRANS	44S	incl.
TIRES	T26	incl.
3:08 AXLE	45C	incl.
H.D. BATTERY		incl.
<b>SPECIAL VALUE GROUP</b>	<b>245A</b>	<b>\$ 1,117.00</b>
AIR CONDITIONING	60A	incl.
ILLUMINATED VISORS	60A	incl.
POWER SIDE WINDOWS	61A	incl.
POWER LOCK GROUP	61A	incl.
POWER SIDE MIRRORS	61A	incl.
SPEED CONTROL	52S	incl.
REAR WINDOW DEFROST	57Q	136.00
RADIO CREDIT	58Y	(483.00)
FREIGHT		430.00
<b>FORD TOTAL:</b>		<b><u>\$13,643.00</u></b>
<b><u>SALEEN PERFORMANCE PACKAGE</u></b>		<b>\$ 9,359.00</b>
NEW CAR DETAIL/HANDLING		incl.
<b>GRAND TOTAL:</b>		<b><u>\$23,002.00</u></b>

**COLORS AVAILABLE:**

BLACK/SILVER GRAPHICS  
BLACK/GOLD GRAPHICS  
WHITE/BLUE GRAPHICS  
WHITE/SILVER GRAPHICS  
WHITE/GOLD GRAPHICS  
BRIGHT RED/SILVER GRAPHICS  
BRIGHT RED/GOLD GRAPHICS  
TWILIGHT BLUE METALLIC/SILVER GRAPHICS

**SUGGESTED RETAIL** **\$25,990.00**

*Prices & specifications subject to change*







**CONFIDENTIAL 1991  
PRICING INFORMATION  
SALEEN MUSTANG CONVERTIBLE**

<b>BASE FORD MUSTANG</b>	<b>P44</b>	<b>\$17,059.00</b>
5.0L EFI HO MOTOR	99E	incl.
5-SPEED TRANS	445	incl.
TIRES	T26	incl.
3:08 AXLE	45C	incl.
H.D. BATTERY		incl.
 <b>SPECIAL VALUE GROUP</b>	 <b>245A</b>	 <b>\$ 637.00</b>
AIR CONDITIONING	60A	incl.
TINTED GLASS	923	incl.
ILLUMINATED VISORS	60A	incl.
POWER SIDE WINDOWS	61A	incl.
POWER LOCK GROUP	61A	incl.
POWER SIDE MIRRORS	61A	incl.
SPEED CONTROL	525	incl.
RADIO CREDIT	58Y	(483.00)
FREIGHT		430.00
 FORD TOTAL:		 <b><u>\$17,643.00</u></b>
 <b><u>SALEEN PERFORMANCE PACKAGE</u></b>		 <b><u>\$ 9,359.00</u></b>
NEW CAR DETAIL/HANDLING		incl.
 GRAND TOTAL:		 <b><u>\$27,002.00</u></b>

**COLORS AVAILABLE:**

BLACK/SILVER GRAPHICS  
BLACK/GOLD GRAPHICS  
WHITE/BLUE GRAPHICS  
WHITE/SILVER GRAPHICS  
WHITE/GOLD GRAPHICS  
BRIGHT RED/SILVER GRAPHICS  
BRIGHT RED/GOLD GRAPHICS  
TWILIGHT BLUE METALLIC/SILVER GRAPHICS

**SUGGESTED RETAIL** **\$29,999.00**

*Prices & specifications subject to change*



# 1991 SALEEN SC MUSTANG

## FEATURES AND SPECIFICATIONS

### ENGINE

- 5.0-liter EFI H.O. motor
- Saleen-designed high flow heads
- 70 mm Saleen mass air flow sensor
- Saleen cast upper and lower intake manifolds
- Saleen/Ford SVO 1.7 rocker arms
- 65 mm throttle body
- Saleen/SC-designed stainless steel headers
- Walker Dynomax low restriction exhaust system
- High Performance air filter
- Champion H.O.T. plugs and wires
- Saleen High Performance 3-core radiator
- Polished aluminum valve covers
- **EPA-certified in all 50 states**

### RACECRAFT SUSPENSION

- Progressive rate front/rear coil springs
- Monroe Formula GP front struts
- Special strut mounting bearings
- Monroe Formula GP gas rear shocks
- Monroe Formula GP quad shocks
- Saleen Autosport urethane sway bar pivot bushings
- EuroStyle 5-spoke alloy wheels, 16" x 8" all four wheels
- General XP2000Z speed-rated tires
  - Front: 225/50 ZR16
  - Rear: 245/50 ZR16
- Saleen High Performance alignment and tuned chassis

### PERFORMANCE ENHANCEMENTS

- Four wheel disc brakes, SVO-type
- 5-lug bolt pattern
- 3-point strut tower brace
- G-load brace
- Racecraft sub-frame connectors
- Hurst quick ratio shifter
- Auburn Gear traction loc cone clutch differential
- Heavy duty Borg Warner T-5 transmission
- Final drive ratio: 3:55

### AIR MANAGEMENT DESIGN

- Saleen Autosport competition design rear wing
- Saleen Autosport Edition urethane front air dam
- Saleen Autosport Edition urethane side skirts

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*Specifications subject to change without notice.*



## **SALEEN SC FEATURES (con't):**

### **AIR MANAGEMENT DESIGN (con't)**

- Saleen Autosport Edition urethane rear valance
- Saleen Edition SC graphics

### **STYLING AND INTERIOR MODIFICATIONS**

- Special SC 200 MPH Saleen speedometer
- Electronic Saleen tachometer
- Leather-covered shift knob
- Saleen-accented leather steering wheel
- Pioneer cassette/radio with 6 speakers and remote control
- Pioneer graphic equalizer
- Special Saleen/Flofit two-tone SC Edition cloth interior with matching rear seats and door inserts
- Saleen front and rear floor mats
- SC limited edition serialization
- Serialization console plaque, etched metal finish
- Saleen windshield tint band
- SC design graphics/accent stripes
- Saleen Mustang owner's jacket
- Saleen Mustang/SC Owner's Manual
- Saleen Championship Wreath





**1991 CONFIDENTIAL PRICING  
INFORMATION  
SPECIAL APPOINTMENTS AND  
OPTIONAL EQUIPMENT**

**ELECTRONIC UPGRADES**

• **PIONEER COMPACT DISC/RADIO STEREO SYSTEM**

Super tuner series: quartz electronic tuner, 24-station preset, best station memory, two times oversampling, 6-speaker system with equalizer.

DEALER COST: \$375.00

SUGGESTED RETAIL: \$550.00

• **SALEEN REMOTE-MOUNTED RADAR DETECTOR**

Saleen 3R with 3-Band protection, latest technological development; image rejection technology (RT) provides the 3R with Kz protection

DEALER COST: \$450.00

SUGGESTED RETAIL: \$580.00

**INTERIOR UPGRADE**

• **SALEEN LEATHER INTERIOR PACKAGE**

Hand-tailored interior, crafted in quality leather. Seats, door panels, head rests covered in the finest leather available. Each front seat has Saleen identification custom crafted into the bolster.

DEALER COST: \$2500.00

SUGGESTED RETAIL: \$3200.00

**PERFORMANCE UPGRADES**

• **COCKPIT ADJUSTABLE SUSPENSION**

Three-way driver-activated. Saleen electronic adjustable suspension to adapt to changing driving conditions.

DEALER COST: \$1200.00

SUGGESTED RETAIL: \$1599.00



## **SPECIAL APPOINTMENTS (con't):**

### **PERFORMANCE UPGRADES**

- **TRACTION LOC DIFFERENTIAL / 3:55 RATIO**

Performance 3:55 axle ratio increases 1/4-mile acceleration.

DEALER COST: \$650.00      SUGGESTED RETAIL: \$838.00

- **SALEEN-DESIGNED MESH WHEELS**

Popular among many performance enthusiasts, Saleen-designed mesh wheels offer unique appearance.

DEALER COST: \$400.00      SUGGESTED RETAIL: \$650.00

### **EXTERIOR COLOR UPGRADE**

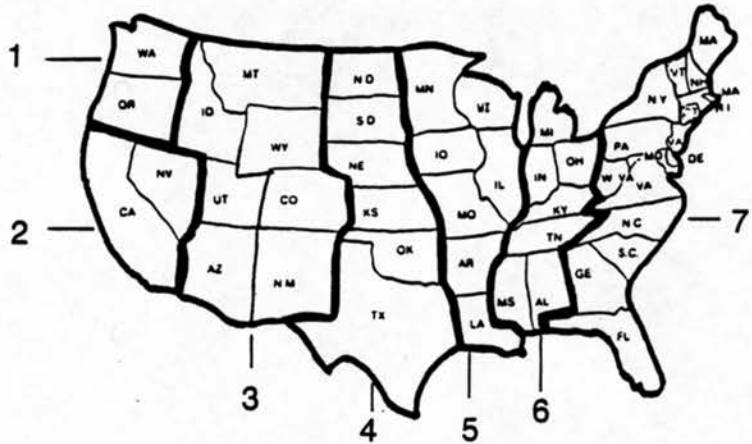
Any factory available paint color other than standard Saleen paint color(s) is available at this price.

DEALER COST: \$650.00      SUGGESTED RETAIL: \$838.00

# FREIGHT

Shipment of your Saleen Mustang is accomplished using the following:

## DELIVERY ZONE MAP



## DELIVERY CHARGE PER ZONE PER CAR

ZONE 1	\$350.00
ZONE 2	\$300.00
ZONE 3	\$275.00
ZONE 4	\$250.00
ZONE 5	\$200.00
ZONE 6	\$250.00
ZONE 7	\$300.00
ZONE 8	\$400.00
Hawaii, Alaska	
Vehicle delivered to Long Beach/San Pedro port	
ZONE 9	Call for Quote
Canada, Mexico	
Vehicle delivered to nearest border crossing point	
ZONE 10	Call for Quote
Puerto Rico, Bahamas, U.S. Virgin Islands	
Vehicle delivered to Miami port	

All cars are shipped via a fully enclosed and insured trailer direct from the Saleen manufacturing facility to the ordering dealership or designated location.





## 1991 DEALER PROGRAM

- 1.) Available to Ford Motor Company Dealers only.
- 2.) Basic requirements based on:
  - \* Per Capita -- Maximum of one dealer per 400,000 people
  - \* Demographics
  - \* Geographics
  - \* Motorsport interest
  - \* Physical facilities
- 3.) Dealer must maintain an inventory of two Saleen Mustangs (choice of hatchback, convertible, coupe or SC up to the dealer) at all times.
- 4.) Dealer must complete license agreement (enclosed). Non-licensed dealer required to submit 50% deposit upon placement of any order.
- 5.) Saleen Autosport will pay a \$200 rebate on cars sold over the quota amount, and deducted from the invoice on all cars delivered over quota.
- 6.) Dealer must stock Saleen parts.
  - \* Minimum stocking inventory of \$3000.00 (recommended list provided).
  - \* Terms are net 30 days after first order.
- 7.) Co-operative advertising program available on an individual review basis.
- 8.) Promotion package available for \$250.00 includes:
  - \* Banners
  - \* Decals
  - \* Brochures
  - \* Posters
  - \* Other collateral and point-of-sale displays





## DEALER LICENSE AGREEMENT

This Dealer License Agreement (hereinafter "Agreement") is between **Saleen Autosport, Inc.** (hereinafter "SALEEN") and the undersigned Automobile Dealership (hereinafter "Dealer").

### 1. APPOINTMENT OF DEALER

SALEEN appoints \_\_\_\_\_, a Dealer within the Marketing area for the promotion, sale and servicing of the Products.

### 2. PRODUCTS

The following comprise the Products which SALEEN will provide the Dealer for sale in the Marketing area:

SALEEN MUSTANG: Vehicle as described in Dealer packet.

SALEEN SUPER CAR (SC): Vehicle as described in Dealer packet.

SALEEN HIGH PERFORMANCE PARTS: As described in Parts List.

### 3. PRICING and PAYMENT

The price of the Products will be as determined from time to time by SALEEN. Price increases enacted by SALEEN will not be effective until thirty (30) days following written notice of the increase to Dealer. Such increase will not apply to any Products shipped prior to the effective date of the increase. Dealer will pay the price charged by SALEEN for the Products upon delivery of the vehicles to Dealer. SALEEN's invoice issued upon shipment of vehicles to Dealer will accompany all shipments.

### 4. MARKETING AREA

The Marketing Area means that specific geographic area which is designated the area in which the Dealer sells the Products and is described below:

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## 5. ANNUAL SALES QUOTAS AND SCHEDULES

**QUOTAS.** It is agreed that Dealer will purchase from SALEEN and sell Dealer's customers the following minimum quantities of the Products within the 1991 model year. SALEEN will contact Dealer at the start of each quarter to arrange the delivery schedule for that period:

Saleen Mustangs \_\_\_\_\_ Saleen Super Cars (SC) \_\_\_\_\_

**SCHEDULES.** Dealer will provide to SALEEN the following orders for cars to be manufactured:

First quarter (Sept./Oct./Nov.):	Saleen Mustangs _____	SCs _____
Second quarter (Dec./Jan./Feb.):	Saleen Mustangs _____	SCs _____
Third quarter (Mar./Apr./May):	Saleen Mustangs _____	SCs _____
Fourth quarter (June/July/Aug.):	Saleen Mustangs _____	SCs _____

**INVENTORY.** Dealer agrees to have in inventory at all times a minimum of two Saleen Mustangs with model choice up to Dealer: coupe, hatchback, convertible, SC.

## 6. REBATES

In consideration for the Dealer's selling the above quantities of vehicles, SALEEN agrees to provide a rebate of Two Hundred Dollars (\$200.00) per vehicle for each vehicle sold in excess of the quota amount for that vehicle category. The rebate will be deducted from the invoice price of each vehicle delivered to the Dealer over the quota amount.

## 7. PARTS

Dealer agrees to order and maintain in inventory Saleen High Performance Parts valued at no less than \$3,000.00, which will be invoiced to the Dealer. The opening order for the minimum quantity will be paid upon receipt, and all subsequent replacement orders will be sold to the Dealer on terms of Net 30 days.

## 8. TERMS OF THE AGREEMENT

The term of this Agreement is for the period of the 1991 model year, commencing on the effective date shown below, terminating August 31, 1991. In the event of a default by either party of any provision of the Agreement, the non-defaulting party may terminate the Agreement by giving thirty (30) days written notice of such default.



**9. EFFECTIVE DATE**

The effective date of this Agreement is: \_\_\_\_\_

As agreed to by:

**SALEEN AUTOSPORT INC.**

**DEALER**

Saleen Autosport, Inc.

by \_\_\_\_\_  
Title

by \_\_\_\_\_  
Title

this \_\_\_\_ day of \_\_\_\_\_, 19\_\_

this \_\_\_\_ day of \_\_\_\_\_, 19\_\_

Saleen Autosport, Inc.  
2400 E. Katella Ave., Suite 1190  
Anaheim, CA 92806  
(714) 939-0323

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
( ) \_\_\_\_\_  
Attn: \_\_\_\_\_



## ESTABLISHING QUOTAS

For the 1991 model year, Saleen Autosport has developed a more accurate and more fairly defined quota for each Saleen Dealer. This system is based on a sample of 17 Dealers across the United States and a variety of population sizes designated as the primary Marketing Area. This is not just the area in which the Dealer is located. In fact, Saleen Autosport has developed the system using *Sales & Marketing Management Magazine's* Survey of Buying Power, and its definition of a "Marketing Area." As a result, Saleen Autosport has created a very conservative and achievable quota of one Saleen Car sale per 100,000 population.

The 17 Dealers shown below are from every area of the country--from small town to large metropolitan area. They are not just from the "California market," nor are they from the "Eastern megalopolis." The selected Dealers are quite simply, a good cross-section of Saleen's total Dealer network.

As can readily be seen, these Dealers have sold Saleen Mustangs on the basis of at least one per 100,000 people, giving confidence to those new Dealers who wonder how many Saleen Mustangs can be sold in their area. The simple answer is to decide which marketing area is best served by the prospective Dealer, and by checking the current population, it can be determined what the Dealer can expect to do in terms of potential car sales.

These figures are the minimum attainable. Note how well some of the Dealers have done, in all geographic locations. In fact, the prospective Dealer may want to set an internal goal for its sales staff of at least two Saleen Mustangs per 100,000 population. The profit opportunities from this and higher levels of achievement will prove very rewarding.

The staff of Saleen Autosport wish every Dealer much success in selling its fine Saleen Mustangs.



## **SAMPLE**

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<b>DEALER</b>	<b>1989 CARS DELIVERED</b>	<b>MARKET AREA POPULATION</b>	<b>UNITS PER 100,000</b>
<b>A</b>	<b>6</b>	<b>40,000</b>	<b>15.0</b>
<b>B</b>	<b>3</b>	<b>6,000</b>	<b>50.0</b>
<b>C</b>	<b>32</b>	<b>1,900,000</b>	<b>1.7</b>
<b>D</b>	<b>23</b>	<b>2,700,000</b>	<b>.9</b>
<b>E</b>	<b>6</b>	<b>660,000</b>	<b>.9</b>
<b>F</b>	<b>8</b>	<b>900,000</b>	<b>.9</b>
<b>G</b>	<b>32</b>	<b>1,900,000</b>	<b>1.7</b>
<b>H</b>	<b>26</b>	<b>2,100,000</b>	<b>1.3</b>
<b>I</b>	<b>30</b>	<b>2,000,000</b>	<b>1.5</b>
<b>J</b>	<b>33</b>	<b>2,700,000</b>	<b>1.2</b>
<b>K</b>	<b>19</b>	<b>1,900,000</b>	<b>1.0</b>
<b>L</b>	<b>26</b>	<b>1,700,000</b>	<b>1.5</b>
<b>M</b>	<b>26</b>	<b>2,220,000</b>	<b>1.2</b>
<b>N</b>	<b>28</b>	<b>1,600,000</b>	<b>1.8</b>
<b>O</b>	<b>15</b>	<b>950,000</b>	<b>1.6</b>
<b>P</b>	<b>22</b>	<b>2,240,000</b>	<b>1.0</b>
<b>Q</b>	<b>18</b>	<b>540,000</b>	<b>3.3</b>

<b>SALEEN AUTOSPORT, INC.</b>		
<b>If your quota is :</b>	<b>then the number of</b>	<b>and the number of</b>
	<b>Standard Cars to sell is:</b>	<b>Super Cars to sell is:</b>
3	3	0
4	4	0
5	4	1
6	5	1
7	6	1
8	7	1
9	8	1
10	8	2
11	9	2
12	10	2
13	11	2
14	12	2
15	12	3
16	13	3
17	14	3
18	15	3
19	16	3
20	16	4
21	17	4
22	18	4
23	19	4
24	20	4
25	20	5



# 1991 SALEEN MUSTANG

## DEALER DROP SHIP ORDERING INFORMATION

### PLEASE READ CAREFULLY

This procedure is in place for the convenience of the Ford Dealer in ordering the Saleen Mustang to his specifications. This procedure provides for ordering cars in the normal fashion through the computer system. The dealer is billed for the car by Ford, retains all delivery documents, keeps the holdback, and other procedures, as in the normal fashion, while Saleen Autosport bills the dealer direct for the Saleen package.

**TO ORDER:** Submit the order to the Ford Order Processing Center in the normal manner through the computer system. Be sure to include the minimum equipment required on the Saleen Mustang and specify shipment to:

**Saleen Autosport  
Drop Ship Code # 860518  
3731 Mueller Road  
St. Charles, MO 63301**

**REMEMBER:** MINIMUM EQUIPMENT REQUIRED ON THE SALEEN MUSTANG

<u>Code</u>	<u>Description</u>
99E	5.0I EFI HO engine
445	5-speed transmission
45C	3.08 traction loc axle
T26	P 225/55 ZR x 16 BSW Performance Tires
58Y	Radio credit
57Q	Rear Window defogger (except conv.)

**IT IS ESSENTIAL:** You must remit to Saleen office copies of your original DORA's. This enables Saleen to monitor the production and delivery of your vehicle(s).

Send to:

**SALEEN AUTOSPORT, INC.  
2400 E. KATELLA AVE., SUITE 1190  
ANAHEIM, CA 92806**





- ☐ NVO - NEW VEHICLE ORDER
- ☐ AVO - ALTER VEHICLE ORDER
- ☐ CVO - CANCEL VEHICLE ORDER
- ☐ TRL - TRAILER-NEW/ALTER/CANCEL

### UNIT IDENTIFICATION

(REQUIRED FOR ALL TRANSACTIONS)

<b>M</b>	MODEL YEAR
	DISTRICT
<b>P 4 0</b>	DEALER CODE
	BODY TYPE
	BEGINNING ORDER NUMBER
	NUMBER OF UNITS
	ENDING (MULTIPLE ONLY) ORDER NUMBER

## PASSENGER CAR

All bold outlined areas must be completed for New Vehicle Orders.

ORDER TYPE	FLEET 0	RETAIL 1	STOCK 2	A-PLAN A	X-PLAN X	Z-PLAN Z
	FLEET CODE			DEALER DEMO B	DRIVER TRAINING K	



CUSTOMER/FLEET NAME		REQUIRED FOR 0 1 A X OR Z ORDER	FIRST INITIAL
LAST NAME			
P.O. NUMBER (11) OR REP. CODE (3)			

RAPID-SPEC CODE
<b>2 4 5 A</b>

Enter Rapid-Spec Package Code which most nearly matches your specifications.

RAPID-SPEC PACKAGE MAY BE MODIFIED BY ENTERING 3 DIGIT OPTION CODES IN COLUMNS BELOW

ADDITIONS									
ENGINE	+	58Y	+		+		+		+
99E		79V	+		+		+		+
445	+	57Q	+		+		+		+
45C	+		+		+		+		+
T26	+		+		+		+		+

DELETIONS	
-	-
-	-
-	-
-	-
-	-

NUMBER OF UNITS	EXTERIOR PAINT	TRIM TYPE COLOR	VINYL ROOF TYPE COLOR	DEALER PRIORITY	AUTHORIZED DROP-SHIP CODE	NOTES
SINGLE OR ALTERATION				<b>1 0</b>	<b>8,6 0,5 1,8</b>	

MULTIPLE ORDERS (USE ONLY FOR NVO-NEW VEHICLE ORDER TRANSACTIONS)

WHITE	Y	O	D	A	TITANIUM				
BLACK	U	A	D	J	BLACK				
BRIGHT RED	E	P							
TWILIGHT BLUE	M	K							

TRL-REQUIRED TO ADD/CHANGE/DELETE TRAILERS		SHIP TO NAME AND ADDRESS		NOTES		
SHIP TO	<input type="checkbox"/> NEW <input type="checkbox"/> ALTER <input type="checkbox"/> CANCEL	AUTHORIZED DROP-SHIP CODE	NAME (10)	NOTES	<input type="checkbox"/> NEW <input type="checkbox"/> ALTER <input type="checkbox"/> CANCEL	
			STREET (10)			
			CITY (13)			STATE (2)
			SIGNATURE		DATE	

- ☐ NVO - NEW VEHICLE ORDER
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	DISTRICT
	DEALER CODE
	BODY TYPE
	BEGINNING ORDER NUMBER
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99E	79V	+	+	+	+	+	+	+	+
445	57Q	+	+	+	+	+	+	+	+
45C		+	+	+	+	+	+	+	+
T26		+	+	+	+	+	+	+	+

DELETIONS	
-	-
-	-
-	-
-	-
-	-

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WHITE	Y, O	D, A	TITANIUM		
BLACK	U, A	D, J	BLACK		
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			STREET (10)			
			CITY (13)			STATE (2)
			SIGNATURE		DATE	

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T26		+	+	+	+	+	+	+	+

DELETIONS	
-	-
-	-
-	-
-	-
-	-

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			STREET (10)		
			CITY (13) STATE (2)		
			SIGNATURE		
			DATE		

## **DEALER BILLING AND FINANCE INFORMATION**

A copy of the invoice of your Saleen Mustang is produced and mailed to your dealership at the time the vehicle is in production. This should act as your order acknowledgement and you should anticipate delivery within 21 days.

The original invoice will accompany the shipment and is due and payable to the driver of the transport carrier upon acceptance of delivery.

If you have any questions, please contact our Operations Department at Saleen Autosport: (714) 939-0323

### **TYPES OF FORD FINANCING AVAILABLE:**

- 1.) Ford Flooring**
- 2.) FOMOCO Financing**
- 3.) Red Carpet Lease**



## **1991 SALEEN MUSTANG SPECIAL EDITION WARRANTY POLICY AND PROCEDURES INFORMATION**

The Warranties in effect on each Saleen Mustang are as follows:

- \* Ford Motor Company New Car Warranty, in effect on all unaltered components
- \* Manufacturer's Warranty and Saleen Autosport Warranty on components used on the Saleen Mustang

The Saleen competition wing, air dam, side and rear skirts are warranted to be in deliverable condition when the car is delivered to the Dealership. Due to the exposure of these parts, it is not warranted beyond the delivery inspection. Any warranty claim on the above-mentioned parts **MUST** be noted with the driver of the transport company **AND** called in to Saleen Autosport by the **NEXT BUSINESS DAY**.

Ford Motor Company's New Car Warranty is the primary warranty on the 1991 Saleen Mustang. All claims on the unaltered portions of the car should be made to Ford Motor Company in accordance with approved warranty and policy procedures.

**ALL CLAIMS RELATING TO THE SALEEN MUSTANG CONVERSION  
AS INSTALLED BY SALEEN AUTOSPORT MUST RECEIVE PRIOR  
APPROVAL BEFORE REPAIRS OR REPLACEMENT COMMENCE.**

To facilitate "Hassle-Free" handling of these claims, Saleen Autosport has put into place the following warranty procedure. Hassle-Free consideration for warranty approval may be received by calling the following number and stating Ford Vehicle Identification Number (VIN), the Saleen plaque number (found on interior of car on console) and the mileage.

**SALEEN AUTOSPORT  
ATTN: WARRANTY CLAIMS  
(314) 947-8225  
HOURS: 9 A.M. TO 4 P.M. (CENTRAL TIME)**

Saleen Autosport personnel will discuss the problem with you and determine the appropriate course of action. Saleen personnel will then **VERBALLY** authorize any approved repairs and subsequently issue a **WRITTEN WARRANTY AUTHORIZATION**. This written authorization **MUST** accompany your repair order to be validated and paid. Attached you will find a sample warranty repair authorization for review.

**TRANSPORTATION CLAIMS SHOULD BE DIRECTED TO THE CARRIER.**

All deliveries should be made during normal business hours and a signed delivery receipt obtained from Dealership personnel. Be sure each Saleen Mustang received at your dealership is properly inspected at the time of receipt, and that any damage is noted on the delivery receipt.







HIGH PERFORMANCE PARTS LIST RECOMMENDATION						
DESCRIPTION	MINIMUM QUANTITY	SUGGSTD PRICE	LIST PER	DEALER PRICE	INVENTORY VALUE	REQUIRED INVENTORY
<b>WIND TUNNEL TESTED AERODYNAMICS</b>						
Air Dam - Front '87-'89	1	269.99	ea	189.00		
'90	1	289.99	ea	203.00		
Side Skirt - Right Side	1	119.99	ea	84.00		
Side Skirt - Left Side	1	119.99	ea	84.00		
Rear Valance	1	349.99	ea	245.00		
Rear Wing/Spoiler '87-'89	1	299.99	ea	225.00	225.00	225.00
'90	1	579.99	ea	435.00	435.00	
Ground Effects Body Kits '87-'89	1	688.99	ea	516.00	516.00	516.00
'90	1	709.99	ea	533.00	533.00	533.00
<b>RACECRAFT SUSPENSION</b>						
Saleen/Monroe Quad Shocks Front '87-'89	Pair	159.99	pr	112.00		
Rear '87-'89	Pair	119.99	pr	84.00		
Full Set '87-'89	Set	249.99	set	187.50	187.50	187.50
Front '90	Pair	199.99	pr	140.00		
Rear '90	Pair	149.99	pr	105.00		
Full Set '90	Set	312.99	set	234.50	234.50	234.50
Modified GT: '87-'89	SET	139.99	set	105.00	105.00	
'90	SET	139.99	set	105.00		
Saleen/Monroe Quad Shocks	2	49.99	ea	37.50	75.00	
Saleen/Monroe Shocks	2	59.99	ea	45.00	90.00	
Saleen/Monroe Struts - Front	2	119.99	ea	90.00	180.00	
Urethane Sway Bar Bushings - Pair	1	19.99	pr	14.00	14.00	14.00
<b>PERFORMANCE ENHANCEMENTS</b>						
Strut Tower Brace '87-'89	1	149.99	ea	112.50	112.50	112.50
'90	1	159.99	ea	120.00	120.00	120.00
"G" Load Brace/Frame Conectr '87-'90	1	69.99	ea	49.00	49.00	49.00
"Hurst" Quick Ratio Shifter	1	89.99	ea	63.00	63.00	
Brake Pads Front	1	74.95	ea	56.50	56.50	
Brake Pads Rear	1	49.95	ea	37.50	37.50	
Subframe Connectors	1	139.99	ea	105.00	105.00	105.00



<b>STYLING AND INTERIOR ADVANCEMENTS</b>						
<b>Graphics - Body Side - Lower</b>						
<b>A. Silver</b>						
1.) Full Kit	1	139.99	ea	105.00	105.00	105.00
2.) RH Side only	1	79.99	ea	56.00		
3.) LH Side only	1	79.99	ea	56.00		
<b>B. Blue</b>						
1.) Full Kit	1	139.99	ea	105.00	105.00	105.00
2.) RH Side only	1	79.99	ea	56.00		
3.) LH Side only	1	79.99	ea	56.00		
<b>C. Gold</b>						
1.) Full Kit	1	139.99	ea	105.00	105.00	
2.) RH Side only	1	79.99	ea	56.00		
3.) LH Side only	1	79.99	ea	56.00		
<b>"302" Emblem/Hood Decal</b>						
A. Silver	6	2.99	ea	2.10	12.60	12.60
B. Black	4	2.99	ea	2.10	8.40	8.40
C. Gold	1	2.99	ea	2.10	2.10	2.10
<b>"Racecraft Suspension" Decal</b>						
A. Silver	2	5.99	ea	4.20	8.40	8.40
B. Black	2	5.99	ea	4.20	8.40	8.40
C. Gold	1	5.99	ea	4.20	4.20	
<b>"Ford Motorsports" Decal</b>						
"S" Dash Emblem	1	14.99	ea	10.50	10.50	10.50
Center Cap/Road Wheel - Mesh	4	14.99	ea	11.25	45.00	45.00
- 5 Spoke	4	14.99	ea	11.25	45.00	45.00
- DP5 SSC	4	25.99	ea	19.50	78.00	78.00
Center Cap Decal '84-'88 Silver	4	6.99	ea	5.25	21.00	21.00
Gold	4	6.99	ea	5.25	21.00	21.00
'89-'90 Silver	4	6.99	ea	5.25	21.00	21.00
Gold	4	6.99	ea	5.25	21.00	21.00
Gear Shift Knob	1	19.99	ea	14.00	14.00	14.00
Saleen 170 mph Speedometer	1	139.99	ea	112.00	112.00	
Saleen 200 mph Speedometer	1	169.99	ea	136.00	136.00	
<b>APPAREL</b>						
Saleen Apparel: T-Shirts	10	12.00	ea	9.00	90.00	90.00
Baseball Caps	5	12.00	ea	9.00	45.00	45.00
Jackets (S,M,L)	3	69.99	ea	52.50	157.50	157.50
Polo Shirts	5	19.99	ea	15.00	75.00	75.00
<b>Retail Sales Value of Inventory</b>						
		\$5,864.10				
<b>Recommended Inventory for good Customer Service levels</b>					\$4,399.40	
<b>Minimum Inventory required per Standard Saleen Dealer Agreement</b>					\$3,000.20	
<b>Average Inventory Markup</b>						
	1.33					



## 1991 SALEEN AUTOSPORT MERCHANDISING MATERIALS

### STORE IDENTIFICATION

Small window applique (24" x 10"): "Saleen Autosport Selected Dealer"	\$ 75.00
Large window applique (24" x 22"): "Saleen Autosport Selected Dealer"	100.00
Vinyl Store Banner (42" x 96"): "Saleen Mustang"	105.00

### BROCHURES

12 page full-color (8-1/2" x 11"): "Saleen Mustang / Saleen SC" models	\$100.00/50
Two-page two-color (5-1/2" x 8-1/2"): "Saleen Mustang" Spec sheet	50.00/50
Two-page two-color (5-1/2" x 8-1/2"): "Saleen Mustang SC" Spec sheet	50.00/50

### PROMOTIONAL MATERIAL

Ad slicks with copy (camera ready)	\$ 15.50/10
Saleen Mustang race car decal (6" in length)	.75 ea
Saleen Mustang street car decal (6" in length)	.75 ea
Saleen Mustang "Super Car" (SC) decal (6" in length)	.75 ea

### VIDEOS

"Performance Plus" Saleen Mustang and assembly	\$ 49.95
"Being First" Championship Racing Season	49.95
Sales Training	49.95

### POSTERS

Saleen Mustang "Power in the Hands of a Few"	\$ 25.00/10
Saleen Mustang "Two Fast" featuring street car and Mustang race car	25.00/10

### SALEEN SPORTS APPAREL

<b>Lightweight Athletic Jacket</b> featuring "Saleen Mustang"	\$ 52.50 ea
Sizes: S, M, L, XL	
Colors: Red/White	
Yellow/White	
<b>V-Neck Sweater</b> features "Saleen Autosport" embroidery	37.50 ea
Sizes: S, M, L, XL - White only	
<b>Golf Shirt</b> features "Saleen Autosport" embroidery	15.00 ea
Sizes: S, M, L, XL - White only	
<b>Tee Shirts</b>	
Street Car "Power in the Hands of a Few": S, M, L, XL	\$ 9.00 ea
Race car "SCCA Endurance Manufacturers Champion": S, M, L, XL	9.00 ea
Saleen Indy Car: S, M, L, XL	9.00 ea
Saleen Race Truck: S, M, L, XL	9.00 ea
<b>Black Corduroy Baseball Cap</b> featuring Saleen Autosport "S" logo	9.00 ea
<b>Saleen Raceteam Painter's Cap</b>	
Multicolored in yellow, black, red and white	.75 ea



# Saleen Autosport Merchandising Materials And Store Identification



## SALEEN MUSTANG

Saleen Mustang



## SALEEN AUTOSPORT



## SALEEN AUTOSPORT



Poster: Saleen Racing Mustang

### brochures:



Saleen Autosport will support its dealer network with an aggressive marketing and merchandising campaign for 1991. Included in this program will be an on-going advertising schedule in prominent automotive publications.

As a participating Saleen Autosport Dealer, you will receive the incremental benefits of this comprehensive marketing program, as well as the store identification materials on this and other pages in this packet. Together, these and the Saleen Autosport apparel available to you will enhance your own marketing and advertising programs surrounding the Saleen Autosport vehicles sold at your Dealership.

