



Saleen Announces the 351 Mustang

SALEEN 351




SALEEN

700 hp & 655 ft-lb of torque

SALEEN OWNERS AND ENTHUSIASTS CLUB



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Front Cover: Saleen Announces the 351 Mustang press release photo.

Back Cover: Saleen, 2735 Wardlow Rd., Corona, CA

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Saleen Owners and Enthusiasts Club
Established 1991

Saleen Alley Editor

Betsy Beyer
betsyb@soec.org

**Other Contributors
Articles & Photos**

Rudy Beyer
Helen Doyle
Harry Martin
Saleen Media

**LA Auto Show
Photos by
Stephen Russo**



Web Administrators

Jim Dvorak
info@soec.org
David Bruno
Greg Wackett

Saleen Owners & Enthusiasts Club

www.soec.org

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Owner & Member Services

Jim Dvorak
7071 Warner Avenue, #F-671
Huntington Beach, CA 92647

California: 1-714-369-8621 (8 A.M.-9 P.M. PT)
London: 020-8150-6192 (4 P.M.-11 P.M. GMT)
E-mail: info@soec.org

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SALEEN ANNOUNCES THE 351 SALEEN MUSTANG

Enhancing the current model lineup with the specially built 351 Cubic Inch offering.

Saleen Release

Los Angeles, CA – (November 29, 2012) Hot on the heels of Steve Saleen regaining his namesake brand comes the first model announcement since the news was released. Making his announcement at the Los Angeles Auto Show, the well known man of Mustangs announced the Saleen 351 Mustang.

“Since regaining the Saleen brand, I really want to bring it all together with the heritage that Saleen is known for”, said Steve Saleen. “With the current Saleen [302] Mustang model it provides all the right features to bring back and update the S351 model.”

After nearly 13 years since a Saleen production vehicle has been powered by a 351 c.i.d. powerplant, this new model debut has an exciting list of technological and design offerings under the Saleen 351 model name.

Power

The most notable component in the 351 is the Saleen engineered 351 cubic inch V8 engine which will produce 700 hp and 655 ft-lb of torque when paired with the Saleen 296 super-charger system.

“Everything about this project has been mindful of the goal to create the most potent Mustang on the market”, said Al Wagner, V.P. of Engineering. “I think we have certainly pushed the bar in the production Mustang segment with our 351 offering. Once the project came together I couldn’t help but thinking; if the 302 mustang is using a coyote engine, the 351 is definitely the gray wolf of the class.”

Transferring all of that power requires the use of some specialized equipment as well. The Saleen 351 will utilize a 6-speed transmission equipped with a high performance Saleen clutch system, and a 3.73:1 final drive ratio to ensure that the power will be where it’s most required, on the ground.

Brakes, Wheels, and Tires

Working in conjunction to the wheel, tire, and Saleen S4 suspension is the Saleen 15” brake package which is a well-placed component of this 700 hp Saleen vehicle. “A multi-piston brake caliper setup is critical to a high performance vehicle of this caliber”, added Wagner. “The amount of power that this vehicle can deliver is astounding and needed to have a well composed counterpart allowing it comparable stopping power.”

Rounding out the performance system on the 351 are the Saleen 5-spoke alloy wheels wrapped with high performance tires. Setup in a staggered formation of 20x9 front and 20x10 rear, the slalom performance times and cornering capabilities are set to be on-par with levels approaching those of pure bred racecars.

Design

Building on the design elements from the Saleen 302 Mustang, the 351 will feature the Red Butterfly Center Ram Air Induction system which has become a signature of the Saleen brand. A truly functional system, the Red Butterfly hood allows cold air to intake through the butterfly scoop design as they open-up under throttle. Once the air passes through the butterfly openings it is directed through the engine compartment to the 351’s power-plant where it becomes a tributary to the air intake system. Additional design components include full carbon fiber front and side splitters, as well as a carbon fiber rear diffuser which houses the F-1 style tail lamp. A complete treatment of Saleen 351 badging and graphics will also be included to complement any one of the standard or custom Saleen paint schemes available on all Saleen vehicles.

Saleen – Born of Racing

Steve Saleen’s high-performance history delves beyond the first Saleen Mustangs that went on sale in 1984. As a race car driver, Steve launched his racing career in 1969, where he competed in his first time trial. He then proceeded to win the first race he entered in 1970, and then moved to a professional racing career from the 1970’s through the 1980’s and 1990’s ranging from the Formula Super Vee, to the Formula Atlantic, and later to sports cars, truck and Indy car series.

Based on his racing and manufacturing successes, Steve catapulted the company to new heights by entering the luxury super-car niche in 2000 with the Saleen S7, at the famous Pebble Beach Concours de Elegance in Monterey, California. By the following year in 2001, the race version was introduced - the S7R - and was quick to dominate racetracks around the world, including a Win at the 24 Hours of Le Mans in 2010.

Saleen – The Specialty Vehicle Manufacturer

As a Specialty Vehicle Manufacturer since 1984, Saleen offers a range of White, Yellow, and Black Label high-performance vehicles: The Saleen 302 & 351 Mustang, the Saleen 570 & 570X Challenger, and the Saleen 620 and 620X Camaro.

Everything at Saleen is literally built from the ground-up, by skillful hands. The Saleen staff consists of a wide range of designers, R & D engineers, and production team members that works together pushing the envelope of development, manufacturing, and certification of high-performance specialty vehicles.



©Stephen Russo

From the SOEG.ORG Forums:

**Responses to the Saleen 351
Announcement at the 2012 LA Auto Show**

Char259: "1st getting parts in stock, now this!!! Looks like Saleen might be coming out of hibernation; let's get the Power in the hands of a few back!!!!!!!"

LeftLane 94: "Wow... This is gonna burn up the streets. Roush who??"

JudgeDredd: "I definitely will be after one of these!!"

Boston: "Woooo, 700HP! Incredible. After Ford themselves ripped off his hood design, and the GT500 got intense with 650+HP, this ought to put the incentive back in the Saleens. Wow, incredible car, and always better than the GT500's due to the handling alone, and 700HP with a butterfly hood. Can't wait to see it in action..."

Bruce UBB: "YEAH!!!!!! Really awesome!! Like you said: The King is baaaack!!! And always on first place!"

Anders Nylan: "This S351 is really amazing. "Power in the hands of a few" is definitely back...and will outperform any, or every Shelby and Roush, or whatever kind of car that will come up beside you at the traffic light...or at the racetrack! Thank you Mr. Saleen for building the most beautiful, the most powerful, and the most awesome car there is...SALEEN is #1...4ever..."

Mosaleen: "Looks mean, like it will be.... great Saleen is back... Hum this could be my next investment."

Saleen777: "This is definitely the car Saleen had to build to put them back in the conversation. Nice work guys! Saleen is back!"



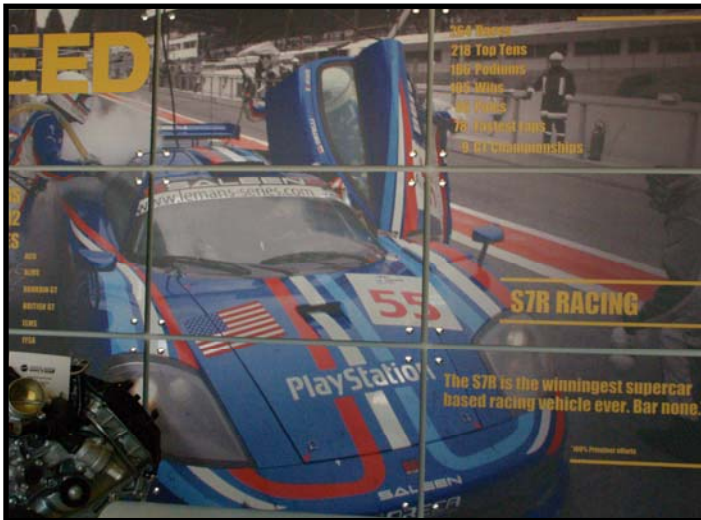
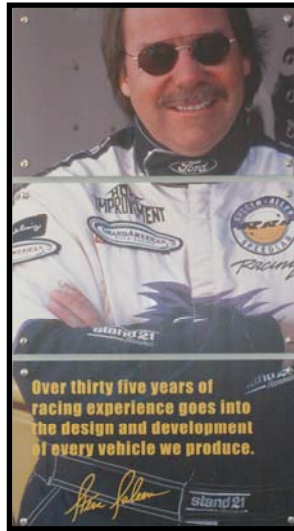
Above & below: LA Auto Show, Los Angeles, CA, November 29, 2012. Photos by Stephen Russo, stephen@gcsproductions.com



Editor's Opinion: Steve Saleen's Legacy

Text and photos by: Betsy Beyer

Carroll Shelby's place in Mustang history has been written and his personal story has closed with his death in 2012. Steve Saleen's legacy is still being written. Carroll Shelby began the era of performance Mustangs, but Steve Saleen has taken style and performance to new heights. In addition to manufacturing performance vehicles based on other vehicles, Steve designed and manufactured his own Saleen S7. The 2000 Saleen S7 started as a sketch and went into production in a fast, unheard of, 18 months.



As quoted on the wall of the Saleen showroom, "The S7R is the winningest supercar based racing vehicle ever. Bar none. 100% Privateer efforts. 264 Races, 218 Top Tens, 166 Podiums, 105 Wins, 86 Poles, 78 Fastest laps, 9 GT Championships." The success has continued since the mural on the wall was made. A Saleen press release states that the S7R "was quick to dominate racetracks around the world, including a Win at the 24 Hours of Le Mans in 2010."

Steve Saleen's Championship Heritage means a lot to me. Steve's racing history is in his own name, and not with a Ford factory sponsored team. Steve Saleen proudly displays the following statement on the wall in the showroom at Saleen in Corona, California: "Over thirty-five years of racing experience goes into the design and development of every vehicle we produce." Saleens proudly display a list of SportsCar Manufacturer's Championships: '87, '96, '97, '98, '99, '00, '01, '02, '06

Steve Saleen has made Saleens in his own facilities consecutively since 1984. I am so excited that Steve finally stopped others from using his name. Steve can now carry on his mission without any confusion over the Saleen name.

My quest for style and performance started in 1996 with the purchase of a Ford Cobra. It was nice, but it wasn't fast. It also wasn't exclusive. I traded the Cobra on a naturally aspirated Saleen S351 coupe, #95-0078. It was fast, but not fast enough. I also wanted a convertible.

The purchase of my first Saleen started the desire to reach for the top! I soon traded naturally aspirated Saleen S351 Coupe #95-0078 on 1997 S351 Supercharged Speedster #97-0014. The Saleen has a better look and is more exclusive than the 1996 Ford Cobra that I owned for a short time. My Saleen #97-0014 is the 1st of only 19 S351 Supercharged convertibles that were produced for the 1997 model year. That is exclusive! It is also FAST, with better handling than any car that I've ever driven. Due to its rarity, it has been retired to trailer queen status for distant shows. It is driven only to local shows.

For more regular use, I purchased a 2007 Supercharged Saleen S281 convertible with the speedster package. The 2007 Saleen S281 had 475 horsepower. For a short time, 475 horsepower was enough for limited bragging rights. To Ford's credit, they have produced Cobras that have challenged those bragging rights. With the addition of the Shelby name to the Ford Cobra, the Mustang market became flooded with Ford's Shelby Cobras. The Shelby name made consumers believe that they were purchasing an exclusive piece of the Shelby history. Many unfortunate people paid double the MSRP to acquire Ford's new Shelby. In my opinion, the Ford Shelby Cobra is just a marketing tool to get enthusiasts to buy a Ford Cobra. Many Shelby enthusiasts were soon disappointed that production quantities were higher than the new owners initially expected.

I want a more exclusive Mustang, so I have chosen to remain loyal to Saleens. I prefer the style and limited production of the Saleens over the Ford Shelby Cobras. Saleens are designed and made in Steve Saleen's facility. Saleen owners like having the serialized ID number on the bumper that tells everyone that their Saleen is special.

I acknowledge that Shelby America makes a Shelby Mustang. From my research, the true Shelby Mustangs are respectable, but also high priced. The Shelby GT 1000 has 920 horsepower and is only 49 states legal. Saleens are 50 states legal. For around \$200,000 you can have a Shelby GT 1000 from Shelby America!

I am required to have my cars pass an annual emissions test. This is the reason that I bought my first Saleen. I have continued to buy Saleens because I like their appearance and performance. The modified features of the Saleen not only look good, but are designed to enhance performance.

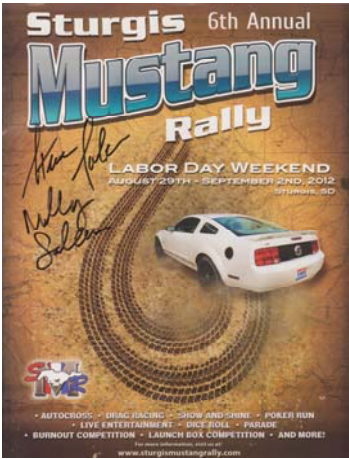
Steve Saleen's new Supercharged Saleen 351 will have 700 hp and 655 ft-lb of torque, an S4 suspension, front and rear fascias, and a Red Butterfly Center Ram Air Induction system. That sounds like plenty of performance for me without a \$200,000 price tag. The pricing guides have not officially been released, but indications are that under \$90,000 will buy a well equipped new Saleen 351. I sold my 2007 Supercharged Saleen because my new 2013 Saleen 351 Speedster #13-0002 is on the way! It is expected to be at the NPD All-Ford Show on Jan. 12, 2013.

I have worked my way up in the Mustang world and ordered a 2013 Saleen 351 to go with my 1997 S351. With Steve's White Label, Yellow Label, Black Label, and 351 Saleens there is a choice to fit most budgets. If you can afford to buy a Mustang GT, a few extra payments can get you a Saleen that you will really enjoy while you are making the payments. If you settle for less, you may be disappointed with the car before you even get it paid for. If you don't require a Mustang, Saleen Challengers and Saleen Camaros might satisfy your need for speed.

With the next generation of the Saleen family actively involved in the company, the Saleen legacy will live on and continue to evolve. Good luck to Steve, Molly, and Sean Saleen.



2012 Sturgis Mustang Rally



The 6th Annual Sturgis Mustang Rally was held on Labor Day weekend, August 29 – September 2, 2012. The rally was started by Sturgis resident, Frank Lawton. Frank is referred to as the "godfather" of the Sturgis Mustang Rally since it was his vision to have a Mustang Rally in Sturgis, South Dakota. Eight years ago he tried to sell the idea to the Sturgis Chamber of Commerce. His idea was turned down. Sturgis was already the home of the Sturgis Motorcycle Rally. After that disappointment,

Frank gained the support of a local bartender who introduced him to Gary Lippold who owns the Thunder Dome which is used for events during Bike Week in Sturgis. Robin Shrake also liked the idea. The group of supporters grew with the addition of Ed & Lisa Hinker, the Jacobsen family (Sturgis Jacobsen Ford), Brian & Jolin Peck, Butch Shields, and Pattye Flanagan. Frank and Gary presented the idea to the Sturgis Business Alliance. Finally the first Sturgis Mustang Rally was held on Labor Day Weekend 2007. The 2012 edition was the 6th Annual Sturgis Mustang Rally. www.sturgismustangrally.com



The 2012 Sturgis Mustang Rally started on Wednesday, August 29th with a display of first generation Mustangs and rides in the Miller Racing Mustang GTs. A ride around the auto-cross course was a real thrill. Going 360 degrees around the barrel was a little scary. In the hands of an expert driver, the car came out of the controlled spin and safely finished the course.



Thursday's activity for registered participants was a Fun Run drive through the Northern Black Hills and Spearfish Canyon. The winding road with high rock formations on both sides made for a fun drive. Prizes were awarded for the event.

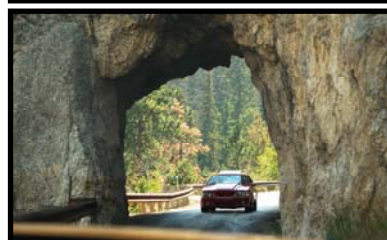
Molly Saleen was picked up at the Rapid City, South Dakota airport by Rudy and Betsy Beyer on Thursday, August 30. Molly arrived in time for a phone call to a New York radio station for a live publicity interview for her appearance as the Grand Marshal at the Vintage Race at Watkins Glen International on September 7-9, 2012. Saleen S281 Convertible #07-14 became Molly and Steve's ride to all of the Sturgis events.



From the airport Molly was escorted to the Thunder Dome to meet show organizers and to watch the Launch Box competition. Mustangs of all generations "launched" their cars as though they were going down a drag strip. The difference was that it was only a very short distance, and the driver had to stop in the designated box. A fast car with superior brakes was a must for this competition.

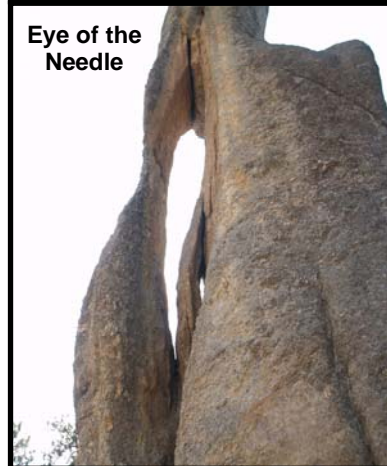


Friday, August 31 was the day for the Southern Black Hills Poker Run. Participants collected up to eight stamps to draw for their poker hand on Sunday. There was no required time to return so everyone had time to stop at points of interest. Molly visited Deadwood, Boondocks, Crazy Horse Monument, Needles Highway, Sylvan Lake, Custer State Park, Wildlife Loop Road (to see the buffalo, prairie dogs, deer, antelope, and the park's donkeys known as the Begging Burros), and Mount



Needles Highway

Eye of the Needle



Rushmore National Monument.

Molly visited Crazy Horse Memorial. The site has a museum and restaurant at the base of the mountain carving. Molly had lunch in

(Continued on page 7)

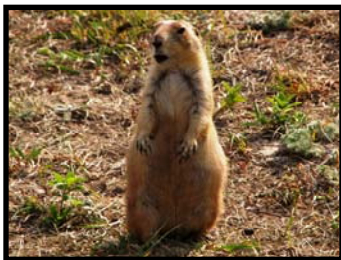


(Continued from page 6, 2012 Sturgis Mustang Rally)

the restaurant with the memorial right outside the window. The Crazy Horse Memorial is a Mountain Carving of Dakota Warrior Chief Crazy Horse. The original sculptor was Korczak Ziolkowski. Korczak at one time worked on the Mount Rushmore Memorial. The first blast was on June 3, 1948. Initially the project was a one-man project. Korczak was a sculptor who lived and worked on the mountain. He married his wife Ruth in 1950. They had ten children. Korczak died on October 20, 1982. Ruth was younger than Korczak. She is still alive and lives on the mountain. She and seven of their ten children are continuing Korczak's dream. The project is



Above: Wildlife Loop Road, Custer State Park.
Below: Prairie dog



Above: Goats
Below: Antelope



continuing as a private enterprise.

Molly Saleen was successful in capturing a photo of a buffalo, something that Steve Saleen only found on a soda machine at Sylvan Lake. (Oops, I gave away the secret about Steve's 2011 buffalo photo.)



Molly also captured a close up of one of the Begging Burros that insisted on putting his head into the car. The top was down so Molly got a super view of the donkey. It was drawn to Molly's voice as she talked to her new "friend", face to face!

After the donkey encounter, a herd of buffalo was spotted meandering down the road as they left a nearby watering pond.



(Continued on page 8, column 2)



Above & below: Molly Saleen at Mount Rushmore.



Wildlife Loop Road, Custer State Park
American Bison, "Buffalo"

(Continued from page 7, 2012 Sturgis Mustang Rally)

The drive continued to Mount Rushmore National Monument to view the four presidents that have been memorialized with the sculpture of their faces on the mountain. The mountain sculpture was done by Gutzon Borglum from 1927-1941. Gutzon Borglum chose the four presidents. President George Washington represents the Birth of Our Country, President Thomas Jefferson represents the Expansion of the Nation, President Abraham Lincoln represents the Preservation of the Nation, and President Theodore Roosevelt represents the Development of Our Country.

The return drive went through Keystone and Rapid City to get back to Sturgis. Molly returned to Sturgis in time to go to the Easy Riders Saloon & Steak House for a meet and greet for event sponsors and the event organizers. The Jacobsen family, from Jacobsen Ford, was one of the major sponsors of the event. (Jacobsen Ford is a Saleen dealer.) Mrs. Donna Jacobsen personally welcomed everyone as they entered the room. Thank you to the whole Jacobsen family - Jim & Donna, Dan & Stacy, Dave, and Bubba - for their hospitality. The whole family worked hard at the events.

After the meet and greet, Molly Saleen went to the Back to the 60's Concert at the Deadwood Mountain Grand. The concert featured The Happenings, a 1960's group that's still going strong. "Still Going Strong" is the title of one of the group's CD albums. For those who don't recognize the group's name, you might recognize three of their hits - "See You in September" (1966 #1 Hit), "I Got Rhythm", and "Go Away Little Girl". Their press information states, "With Bob Miranda at the helm, complemented by the outstanding musical and vocal talents of long standing members Bob Kulik and George Rizzi, the group is a powerhouse of nostalgia and contemporary material that truly captures the classic signature sound that has made The

(Continued on page 9)



The Happenings

SALEEN ALLEY

(Continued from page 8, 2012 Sturgis Mustang Rally)
 Happenings a worldwide favorite for 30 years!" The drummer, Bob Payne, is the nephew of Frank Lawton, Sturgis Mustang Rally founder. The group's website is www.thehappenings.com.

Unlike today's rock concerts, the audience remained seated and attentive for the concert. Everyone enjoyed singing along with some of the selections and "chair dancing" the swim, the monkey, and the jerk. Part of the first row was filled with a group of six people who looked like they just stepped out of the time machine from the 1960s.



Saturday morning, participants met at the Sturgis Community Center parking lot at designated times to have their cars photographed. Each group of cars was then escorted to their spots on Main Street for the Jacobsen Ford (Saleen dealer) Show and Shine. 774 Mustangs were part of the show.

(Continued on page 11, column 2)



Above, left to right: Molly Saleen, Lisa Hinker, and Ed Hinker with their 2012 Saleen 302 #12-0008.



Above: Saleen 302 Mustang #12-0007, Sturgis Mustang Rally Mustang for the Dice Roll held on Sunday, September 2, 2012. No one rolled "Saleen" to win the car, so it was auctioned at the banquet.

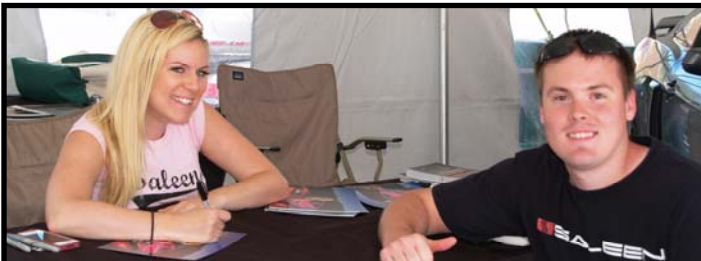


Above: Molly Saleen with the owners of Saleen #00-868.



Below and right photos: Molly Saleen greeting her fans, signing photo cards, and signing Saleens.

Above & below: Molly SALEEN on the left. When you don't take time to replace your SALEEN windshield banner, below is what you may find displayed behind your back - "SALINE".



Left to right: Molly Saleen and Andy Knoch, Saleen Explorer.



SALEEN ALLEY

Below 3 photos: Saleen Street at the Sturgis Mustang Rally, Saturday, September 1, 2012.



(Continued from page 9, 2012 Sturgis Mustang Rally)

After the Show and Shine, participants went to the Thunder Dome, show headquarters, to line up for a parade through Sturgis. The parade continued for a short trip on I-90 West and turned onto a local road for the return to the Sturgis Dragway.



In addition to the events already noted the following events were also held: a Mustang and Ford Collectibles Auction Sale by Sturgis Real Estate and Auction at the Knuckles Saloon, a Loud Pipes Competition hosted by Loud American Road House, a Burnout Competition at the Thunder Dome, and Auto-cross Competition at the Thunder Dome.

Sunday, September 2 was the day for the second round and finals of the Auto-cross Competition at the Thunder Dome. Poker Hands from Friday's Poker Run were drawn, and the featured Dice Roll to win the Sturgis Mustang Rally Saleen Mustang was held. No one rolled "SALEEN" so the car was auctioned. The winning bid for the Saleen was \$75,000. The car featured a custom Saleen color, Chromolly, named for Molly Saleen.

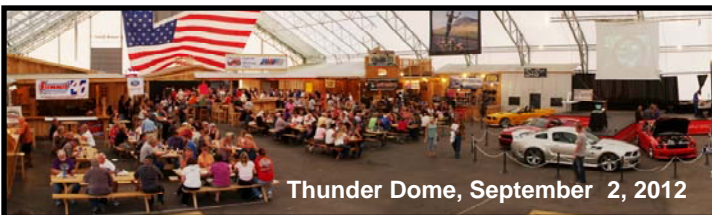
(Continued on page 12, column 1)



No one rolled "SALEEN" so the car was auctioned.



Center: Saleen 302 Mustang #12-0007, Sturgis Mustang Rally Mustang for the Dice Roll held on Sunday, September 2, 2012.



Thunder Dome, September 2, 2012



(Continued from page 11, 2012 Sturgis Mustang Rally)



Steve Saleen arrived on Sunday morning. He was the speaker at the Sunday Awards Banquet. Steve gave a brief talk about his company, Saleen, and then played a video, *1995 World Challenge Tour*, about the Saleen / Allen RRR 1995 race season. The video included in-the-race car footage, interviews of drivers and crew, driver debriefing sessions, and interviews with actor and driver, Tim Allen.

In the race at Road America at Elkhart Lake, Wisconsin, Tim Allen's car was the only one of the team's three cars that escaped mishap and was able to finish the race. Tim finished 6th. The 1995 race had numerous disappointments, but the team finally won at Sears Point, Sonoma, California, in the last race of the 1995 SCCA World Challenge Series.



After the video, Saleen said, "That was just the start. We won the championship in 1996, '97, '98, and '99." Although Steve Saleen no longer has a Saleen company race team, Saleen championships continued. Saleen's vehicles proudly display a championship wreath decal listing the championship years: '87, '96, '97, '98, '99, '00, '01, '02, and '06.

On June 13, 2010 the Larbre Competition Saleen S7R won the 24 Hours of Le Mans in the GT1 class. In a press release, Steve Saleen stated, "The Saleen S7R is the most successful production based American car to win the most significant race in the world for manufacturers. After having won at virtually every major race track in the world, the win at Le Mans represents the crown of motor racing."

The Awards Banquet continued with cash awards for the various competitions and awards for the Saturday Jacobsen Ford Show & Shine. The evening ended with the new owners of the Saleen Sturgis Mustang Rally car, Tim & Tonya Anderson, taking a close up look at their new car. Steve Saleen proudly explained the features to them, and they took the Saleen for a test drive.

(Continued on page 13, column 1)



Above: Saleen display at the Thunder Dome, show headquarters.

Below: Steve Saleen greeting fans and signing Saleen posters.



Above: Molly Saleen autographed one shoe on Saturday.

Below: On Sunday, Steve Saleen made the pair complete with his signature.

Left: Tim & Tonya Anderson receiving the keys to their new Sturgis Mustang Rally Saleen purchased during the auction.



(Continued from page 12, 2012 Sturgis Mustang Rally)

A group of Floridians, Ken & Camille Bairunas, Dana & Annette Bowers, and Mike Consoli traveled over 2,100 miles from the Fort Myers area in Southwest Florida to attend this year's Sturgis Mustang Rally. Ken had this to say about their trip. "The scenery out here is simply breathtaking. We live in a beautiful country. Don't waste your money going to Europe or the Islands. Stay here and enjoy and appreciate America."

The Sturgis Mustang Rally has something for every Mustang enthusiast. The rally was worth the trip. In conjunction with all of the natural beauty of the South Dakota Black Hills, this rally should be on your vacation plans for Labor Day Weekend.



Molly Saleen, Grand Marshal at the 2012 Glenora Wine Cellars US Vintage Grand Prix

Saleen Release

Molly Saleen was the Grand Marshal for the annual Sportscar Vintage Racing Association event, Glenora Wine Cellars US Vintage Grand Prix, presented by Welliver on September 7-9, 2012. The weekend long race event was held in conjunction with the Grand Prix Festival of Watkins Glen race reenactment on the village streets.



Molly Saleen

This year's featured vintage marque was the Ford Mustang. "Coming from an automotive family, I grew up around Mustangs and racing," said Molly Saleen. "What a great opportunity to be a part of this vintage racing event in which the entire Watkins Glen community is honoring the Mustang this year."

Daughter of famed racecar driver and automotive icon Steve Saleen, Molly grew up in an automotive and racing environment. Spending time at racetracks around North America and throughout Europe, Molly learned motorsports from the "ground up" while attending her father's races. Currently she works alongside her family at their namesake business, Saleen. When she's not running the retail side of Saleen, Molly can be found at her local track where she has raced everything from Karts to Sportscars and Stockcars. www.MollySaleen.com

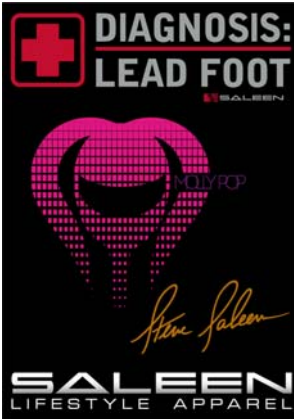
Below three photos: Molly Saleen with her racecar.



NEW SALEEN APPAREL DESIGNS ARE NOW AVAILABLE:

Saleen announces enhanced offerings of clothing designs through saleenapparel.com

Saleen Release



Orange County, CA – (October 22, 2012) With the recent news of Steve Saleen regaining control of the brand he founded in 1984 comes a fresh catalogue of Saleen inspired apparel designs. Currently available on saleenapparel.com, these new offerings are the first available as an officially licensed product for the branded soft goods category.

“We have really been working on expanding these products since 2006, when I became involved with The Saleen Store”, said Molly Saleen.

“There is so much heritage involved with the [Saleen] brand which allows us to create some really fun designs relating to the automotive lifestyle that Saleen owners understand.”

The new designs consist of some Saleen heritage pieces including an ‘American Icon’ tee depicting a Saleen Foxbody Mustang in a retro-styled format. Others relate to the American muscle car segment such as a T-Shirt titled ‘Diagnosis’ which alludes to a ‘lead foot’ as a medical condition.

In addition to the Saleen branded tees, the women’s designs are also available under the Molly Pop brand. A Molly Saleen brand, Molly Pop is a women’s racing inspired brand that aims to fill a void in the women’s automotive apparel segment. These tees all have a hint of the signature Molly Pop pink color code that pays tribute to Molly Saleen’s Saleen Mustang color.

“The Molly Pop brand is something that kind of took a life of its own with the development of my signature Molly Pop color back in 2007”, added Molly Saleen. At the time I was working with the Saleen branded apparel and was always getting asked for more female oriented designs. The Molly Pop brand and designs are based on the input and feedback from female enthusiasts that are as passionate about the automotive lifestyle as I am.”

All designs are currently available for order on www.saleenapparel.com. Automotive and Saleen brand enthusiasts are encouraged to check back often as new designs are also in the works and will be released as they become available. Also see the complete line at www.saleenstore.com.



Steve Saleen and SOEC Presented the 2012 Saleen Show

The annual Saleen Show was held on September 15, 2012 at Saleen World Headquarters in Corona, California. This show was a special celebration under the Saleen name. The Saleen name was on the doors and windows. Saleen t-shirts and hats were hot items available for purchase in the showroom.



Hot was the keyword for the day - hot temperatures and hot cars! As expected in Southern California, sunshine was abundant, but the high temperature was an unusual 108 degrees. Steve had tables and chairs set up inside the building, and the presentation of the awards was done inside.

Steve welcomed everyone and briefly gave a summary of the recent events. As Steve reviewed the resolution of the brand name dispute, he stated that he never lost his name, he had to stop others from using his name.



Above: Left, Sean Saleen and right, Liz Saleen.

After the show, SOEC members and guests went to dinner with Steve, Liz, Molly, and Sean Saleen. It was a special honor to join the Saleen family to celebrate this memorable event under the Saleen brand name.



Above: Show registration and raffle tickets sales.

Below: Saleen RRR racecar in the showroom at Saleen.



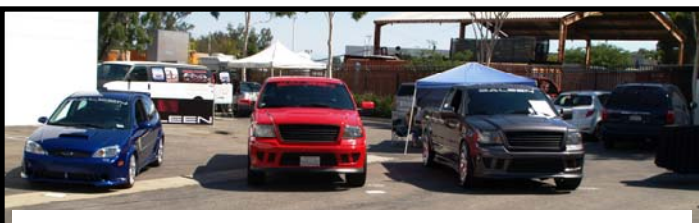


**Saleen Show, September 15, 2012
at Saleen Headquarters,
2735 Wardlow Rd., Corona, California.**

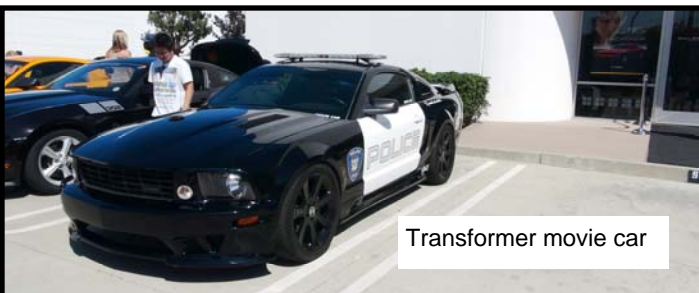




This column photos: Around the show field at the Saleen Show on Saturday, September 15, 2012.



Left: Saleen S121 Focus. **Right:** 2 Saleen S331 F150 Trucks.



Transformer movie car



Above: Steve Saleen during the autograph session.

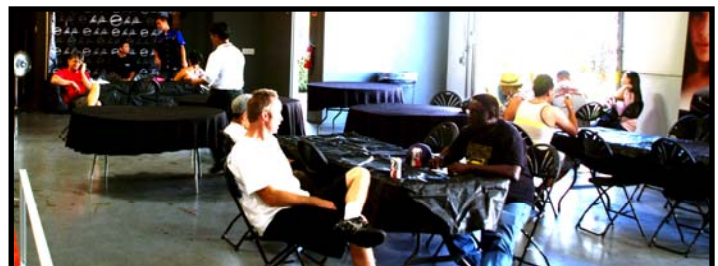
Below: Anxious fans waiting for their autographed posters.



Above, left to right: Molly Saleen with her favorite Red Bull beverage, Jim Dvorak, and Greg Wackett.



Above & Below: Show participants escaping the sun and heat while relaxing inside the production facility after lunch.





Above & below: The Saleen production facility area was open for visitors to tour.



Above: Left, Saleen Camaro on the production line and right, Saleen 570 Challenger.



Above: Steve Saleen welcoming everyone to the show under the Saleen name. The 2012 Show was the first show since the use of the Saleen name was resolved.



Above: Left, Sean Saleen and right, Molly Saleen listening to Steve addressing the crowd before the trophy presentations.



Left two photos: Saleen staff members left to right - Natasha Bijelic, Nikki Harvey, and Karl Mahl.

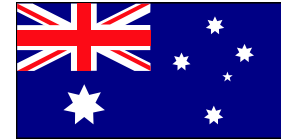


Above: The Saleen Show awards were diecast Saleen S7 models. Special categories yellow, 3rd Place black, 2nd Place red, 1st Place beryllium.

From Down Under - Perth, Australia

Saleen #06-416 at the 2012 Australasian Safari

Text and photos by: Helen Doyle and Harry Martin



Helen Doyle and Harry Martin, owners of S281 Saleen #98-10 in Australia, worked on the Australasian Safari, an annual event held in Western Australia. The 2012 event was held on September 21-29. The event is an off-road 4WD event which includes motos (motor bikes), autos (cars), and quads that, over a period of seven days, rally through sections of outback country including cattle stations, desert scrub, sand dunes, and beach sections. Participants bivouack (camp in encampments made with tents and improvised shelters) at different country towns each night for servicing, repairs, and competitor recuperation. Check out the event website: www.australasiansafari.com.au This event is also a partner of the Dakar event, an off-road event open to amateur and professional entries now held in South America. www.dakar.com

Pre-event staging commenced in Perth, Western Australia, then moved on to the seaside port city of Geraldton, the main town in the Mid West region that incorporates mining and agriculture. The area is the host to predominately wheat and sheep industries, but it also has as thriving rock lobster & fishing industries. Geraldton is approximately 450 miles north of Perth, on the coast. It has a population of 30,000 people plus 1 Saleen. It was here while refueling that Saleen #06-416 was spotted wedged between two Army vehicles. An enthusiastic discussion quickly developed, and we (Helen and Harry) made a new Saleen friend in Tapaomanu Pulemoanatama Togiapoe. Tapao Tep (for short) is originally from the tiny South Pacific island of Niue which is close to Tonga and Samoa. He moved to Australia 26 years ago and has been living in Geraldton for the last 10 years. Tapao Tep is a long time Mustang fan. In December 2011 he could not resist the opportunity to purchase the 2006 Saleen from its original Australian owner who had imported the vehicle and had it converted to comply with Australian standards. Not surprisingly, the Saleen turns heads in the sunny city of Geraldton. Tapao Tep is constantly being asked questions about his pride and joy. Tapao Tep's facebook album is Saleen #416, Tapaomanu Pulemoanatama Togiapoe. Gee wiz, that's a long name!!



Above: Saleen #06-416 owned by Tapao Tep, Geraldton, Western Australia.

Below: Saleen # 06-416 with Australian Special Air Services vehicles .

So you may be asking why were there army vehicles on this event, the Australasian Safari? Well, the reason being Harry and Helen (writers of this article) work for a Charity called the Special Air Service Resources Trust which assists the wives and children of those SAS soldiers who have been killed or seriously injured during conflict duty or training. The Special Air Service (SAS) is similar to the U.S. SEALs and Rangers. They are Australia's most elite and highly trained service personnel. The Special Air Service Resources Trust have an arrangement with the Australasian Safari whereby they provide security for the duration of the event in exchange for a sizable donation to the trust. See www.sarstrust.org.au. This year, the SAS provided two support vehicles, a Land Rover Perentie which is purpose built for outback Australia and a Mercedes Unimog medium recovery vehicle affectionately known as the "Merve" (MRV). Harry Martin's career background as a long time serving member of the SAS has already been acknowledged by Steve Saleen when, back in 2004, Steve generously donated posters and autographed Saleen models which have been part of raffles organized at various high profile automobile shows. As a token of gratitude when Harry Martin and Helen Doyle visited the Saleen facility at Irvine back in 2004, Steve was presented with a certificate of Appreciation on behalf of the Australian Special Air Service Trust. The photo to the right shows Harry Martin, right, with Steve Saleen, left.



Many of the Australasian Safari competitors have completed the Dakar in South America. Some have competed several times. This year's Safari included a competitor from the U.S. in the moto (motor bike) section. The competitor was number 38, Jason Adams from the Rooney Racing Team. He rode a 1983 BMW-R65. Jason completed the event and finished 25th. The photo below



Above: 2004 photo of Steve Saleen, left, and Harry Martin, right. Steve was presented a Certificate of Appreciation on behalf of the Australian Special Service Trust.

Left: Number 38, Jason Adams from the Rooney Racing Team on a 1983 BMW-R65 at the 2012 Australasian Safari.



shows Jason as he almost was missed by the camera. Jason Adams' 25th place finish wasn't a bad effort considering many fail to complete the event due to the harsh conditions of the Australian outback.

For those interested in testing their driving or riding skills at next year's event, visit the website: www.australasiansafari.com.au

Calendar of Events



Please visit www.soec.org/events for information on these events and other activities.

January 12-13, 2013

National Parts Depot

19th Annual Ford & Mustang Roundup
Silver Springs, Ocala, Florida

We are hoping to have a 2013 Saleen 351 on display.

Tentative plans for Steve Saleen to attend.

Check www.soec.org for updates.

<http://www.npdlink.com>

Saturday - Sunday, April 20-21, 2013

Saleen Rally: Saleen, Corona, California
Fabulous Fords Forever Knott's Weekend
Knott's Berry Farm, Buena Park, California
<http://www.fabulousfordsforever.org>

June 7-9, 2013

Carlisle All-Ford Nationals
Carlisle, Pennsylvania

**Steve Saleen Signature Event —
Tentatively on Saturday, June 9.**

Register as an SOEC member
so that the club can qualify for a free tent.

<http://www.carsatcarlisle.com>

<http://www.carsatcarlisle.com/ce/events/ford-nationals>

June 12-16, 2013

Mid-America Ford Shelby Nationals
Tulsa, Oklahoma

www.midamericafordmeet.com

Steve Saleen plans to attend. Details later.

July 18-21, 2013

2013 Mustang Roundup & All Ford Picnic
Bellevue College, Bellevue, Washington

<http://www.mustangsnorthwest.org>

Saturday & Sunday, July 20&21, 2013

Pittsburgh Vintage Grand Prix Races and Car Shows
Ford Mustang will be the 2013 Marque of the Year
Mustangs of all years are welcome as we gear up to
celebrate Mustang's 50th Anniversary.

Space for the first 500 Mustangs to be on display in the middle of the golf course overlooking the vintage races. Mustang owners will be part of the country's largest vintage race event and have an opportunity to take a parade lap on the 2.3 mile street circuit in front of 100,000 spectators! Ford is hosting the marque pavilion and promises to bring special guests and Mustangs from museums, private collections, and even special racing editions. As available, details about the PVGP Mustang Marque of the Year events can be found at: www.pvgp.org/mustang

MCA 2013 National Shows



Check the MCA website for details and regional MCA shows. www.mustang.org

2013 MCA National Shows

April 19-21, 2013

**Wild Horse Mustang Club
Ponies in the Park**

Ford Park Event Center, Beaumont, Texas
<http://www.poniesinthepark.com>

June 7-9, 2013

**Reno Mustang Car Club
MCA National Show**

Reno, Nevada

<http://www.renomustangcarclub.com>

July 5-7, 2013

**Blue Ridge Mustang Club of Asheville
Stars, Stripes, and Stangs**

Crowne Plaza Golf & Tennis Resort
Asheville, North Carolina

It's on a holiday weekend.

Hotel Reservations available now!

Reservation acceptance started July 23, 2012

It's on a holiday weekend so reserve rooms early.

<http://brmcoa.org/stars-stripes-stangs-2013-national-show>

August 2-4, 2013

**Mustang Club of Indianapolis
MCA National Show**

Indianapolis, Indiana

<http://www.mustangclubofindianapolis.com>

Labor Day Weekend 2013

August 30-September 1, 2013

Mid-Florida Mustang Club

2013 Grand National Show

Mustangs at the Mickyard

Walt Disney World Coronado Resort

Orlando, Florida

Steve Saleen Signature Event

It's on a holiday weekend so reserve rooms early.

Hotel Reservations available now @ \$99 / night!

Reservation acceptance started April 17, 2012.

<http://www.mustangsatthemickyard.com>



Left 3 photos:

Saleens from the AE Performance collection in Southern California.

www.theaecollection.com



***2735 Wardlow Rd.
Corona, California***

