



Dear 2000 Cobra R Owner,

Congratulations on your decision to acquire a 2000 SVT Cobra R, and welcome to the SVT family. We trust that your Cobra R will provide you with many years of enjoyment, and create many wonderful memories.

The Cobra R is the latest specialty product from the Ford Special Vehicle Team, a dedicated group of automobile enthusiasts who are responsible for the development and marketing of limited edition, high-performance Ford vehicles. Ford launched SVT in 1991, staffing it with a core group of dedicated enthusiasts. Its mission is simple, but very ambitious:

- Create a line of high performance vehicles that satisfy the most demanding driving enthusiasts
- Back those products up with a group of Ford dealers who understand the special requirements of performance customers.

Nine years later, SVT has grown to become a comprehensive high performance vehicle development and marketing organization. Our products have graced the covers of the leading automotive magazines, and are coveted by the most discriminating automobile enthusiasts. But SVT is about more than great cars and trucks; it's really about a philosophy. From design to engineering, manufacturing to marketing, all the way to the service departments at SVT dealerships, SVT strives to do things better. Because we are building cars and trucks for people who love to drive great automobiles – just like us.

I'd like to share with you the SVT philosophy—which I think is clearly expressed through the “hallmarks” which guide us in bringing SVT vehicles from concepts to reality:

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| Performance | All SVT products comprise significant performance enhancement over mainstream production models, with more power from exclusive engines, upgraded brakes, and taut yet supple suspensions. All components are developed to work together in harmony, to achieve a balance of performance and real-world driveability that is truly world-class. |
| Substance | SVT believes that form follows function. SVT products are tastefully styled, with subtle performance cues that speak to the sophisticated enthusiast. |
| Exclusivity | SVT vehicles are limited-edition products available only at a select group of specially trained Ford SVT-certified dealers. We believe a unique product requires a unique sales and service network to support it. |
| Value | SVT delivers high standard feature content and excellent value. (In plain English, that's known as “a lot of bang for the buck”). |

As SVT continues to grow, we will not lose our “small business” orientation to our customers; in fact, it's just the opposite. We're redoubling our efforts to get to know our customers better by offering unique, personalized services that enhance the experience of owning an SVT product.

These unique services/programs include:

- **The SVT Info Center** Have a question or want information about your SVT vehicle, or any of our new products? Please call the SVT Info Center at 1-800-FORD-SVT. Our specially trained staff is here to help you.
- **A Year's Subscription To SVT ENTHUSIAST** You'll receive this quarterly magazine dedicated to enhancing the enjoyment of your SVT ownership experience. (Your first issue is enclosed.)

- **The SVT Website** Check out www.svt.ford.com. This site will provide you with frequently updated information on products, events and many other areas of interest to SVT owners.
- **Official SVT Merchandise** Let the world know you are an SVT fan, and look sharp at the same time. See the latest official SVT apparel and accessories available for purchase in the enclosed apparel and accessories flyer or access Ford Motor Company's SVT icollection through the SVT website.
- **SVT On Track** These are half-day sessions of track time, which allow SVT owners to realize the potential of their vehicles' performance in a controlled environment. Driving instruction is provided by the Bob Bondurant School of High Performance Driving. These events are held in various cities throughout the U.S. and Canada. Please check www.svt.ford.com for schedule information.
- **The SVT Experience** The SVT Experience was a four-day event (August 10-13, 2000) for SVT owners in Dearborn, Michigan. Owners had the opportunity to meet people from SVT, SVE (Special Vehicle Engineering), and other Ford organizations, as well as drive their own vehicles as they were designed to be driven at a variety of local venues, including a drag strip and a road course.
- **20% Discount at the Bob Bondurant School of High Performance Driving** The techniques taught at the Bondurant School enhance the driving of any car, anywhere. The SVT discount is available to you for one year from the date of this letter.
- **Certificate of Authenticity** In recognition of your vehicle's exclusivity, we have enclosed in this Owner's Book a special certificate, documenting your vehicle's date of production, vehicle identification number, final assembly plant and production sequence number. And in addition, to commemorate your 2000 Cobra R, SVT has created a **special engine badge** just for your vehicle. It is also included in this Owner's Book inside the front cover.

I hope you take full advantage of all the benefits of SVT ownership, so that you can see for yourself that the passion for excellence that guides the development of SVT products is apparent in everything we do.

Thank you, again, for choosing an SVT product.



Tom Scarpello
Specialty Vehicle Marketing Manager

P.S. A few examples of owner's clubs are listed below. A club is a good place to meet people with similar interests, share technical tips and get some track time. *SVT is not affiliated with these or any other clubs.*

SVT Cobra Owner's Association, (732) 457-8818, www.scoa.org

Mustang Club of America, (770) 477-1965, www.mustang.org

Shelby American Automobile Club, (860) 364-0449, www.saac.com