



# Happy Anniversary

Marking 10 years as the leader in factory performance products, Ford unveiled the SVT Mustang Cobra 10th Anniversary Package at the Specialty Equipment Market Association (SEMA) convention held in Las Vegas in early November. A second special edition vehicle unveiled was the SVT Focus European Appearance Package.

"SVT is celebrating its 10th year in the performance vehicle business, and

what better way to commemorate the anniversary than sharing with our customers two special edition vehicles," said Mike Zevalkink, Ford Performance Group director.

The SVT Mustang Cobra, which began production in 1993, celebrates its 10th Anniversary with a special edition package. During the past 10 years, more than 100,000 SVT vehicles have been produced, 60% of which

have been SVT Mustang Cobras.

The 10th Anniversary Package will be available as either a coupe or convertible, and features unique 17" x 9" dark argent painted anniversary wheels, red leather seating surfaces in the front and rear, interior trim with the appearance of carbon fiber, red painted brake calipers, and SVT 10th Anniversary badges on the floor mats and rear decklid.

SVT will produce 2,003 units of the Anniversary model. Available colors will be Torch Red, Black Clearcoat, and Silver Metallic. Production is slated to begin this summer.

"Our SVT Mustang Cobra owners are some of the most loyal customers anywhere, and we are proud to share this anniversary milestone with them," said Tom Scarpello, marketing and sales manager, Ford SVT. "The Cobra name has been synonymous with Ford performance for 40 years — and with SVT for the last 10 years. We are proud to carry the torch for this performance icon."

The Ford Special Vehicle Team was established in 1991 to "polish the Ford oval" by creating low volume, factory-produced vehicles





designed for those whose idea of driving is a high powered, passionate experience — not simply a means of getting from point A to point B.

In a move to support this spirited enthusiasm, Ford Motor Company carefully integrated the wide array of talent in the company into a small, cross-functional group of engineers, product planners, and marketing people, housed together under one roof with a common mission — to create vehicles specifically designed to meet the unique needs and desires of the knowledgeable driving enthusiast.



Each SVT vehicle produced since the 1993 model year has been designed and developed with the four SVT Hallmarks in mind: Performance, Substance, Exclusivity, and Value. These hallmarks have driven the SVT Mustang Cobra and Cobra R, the SVT F-150 Lightning, the SVT Contour, and the SVT Focus.

## Classic Mustang Key Sets

Ignition, Trunk and Matching Key Fob

Fits '64½ thru '93 (Please include year and phone number.)

Jesser's Classic Keys is offering Classic Key Sets for your Mustang. Supplies are limited, and when they're gone... they're gone!

**\$38.95**  
3 Pcs. Set  
+4.00 S&H

Choose from Red, Blue, Black or White

**JESSER'S CLASSIC KEYS**

26 West Street Dept. MCA  
Akron, Ohio 44303-2344

Club Mem. #23296

Visa / MasterCard / Amex / Discover

**PH 330-376-8181 • FAX 330-384-9129**

