

## 2003 SVT Mustang Cobra Special Features

### HERITAGE: SVT CONNECTS WITH ITS CUSTOMERS' ENTHUSIASM, AND THEIR EXPECTATIONS

"The SVT Mustang Cobra is the authentic American muscle car. That's a real connection for our customers."

— *Tom Scarpello, marketing and sales manager for Ford SVT*

The Ford Special Vehicle Team's success over the years has been built on a relationship with its customers that is exceptional in the auto industry. An equally important factor is that SVT is made up of car enthusiasts within Ford, who understand their products, as well as their customers' connection with those products.



From the golden years of American muscle: The 2003 SVT Cobra's heritage includes the rare Boss 429 Mustang from 1970. "SVT is a small organization, and we get close to our customers with such things as the SVT Owners Association, participation in auto-related events, and our SVT InfoCenter (1-800-FORD-SVT)," said Tom Scarpello, marketing and sales manager for Ford SVT. "We are in tune with them, and that's a huge part of the reason we're successful."

The 2003 SVT Mustang Cobra is a prime example of this success, as it continues to flourish at a time when other "pony car" offerings that go back to the 1960s are disappearing from the scene. Scarpello says the '03 Cobra is the authentic American muscle car, that can legitimately trace its heritage to the original 1964 1/2 Mustang.

"We're true to what we are," he said. "This car is genuine — the real deal. It goes back to the golden years of American muscle, and for our customers there's a real connection there."

Customer demand is what has driven the evolution of the SVT Cobra, according to John Coletti, chief engineer for Ford SVT.

"This car will confirm that Ford really knows what our customers want," Coletti said. "We simply are doing a good job of serving our market. The Mustang shows that there still is significant demand for this type of car, and that Mustang is a car with broad appeal, including young people."

Scarpello and Coletti agree that the primary "wants" of their customers are to be true to the Mustang

heritage, delivering American muscle and a lot of all-out performance, in a package that represents real value.

"The performance-value equation is very important," said Scarpello. "We say the hallmarks for our SVT vehicles are performance, substance, exclusivity and value. They're all important; they're all part of our DNA, but value is vital. It's the bottom line, and that rings true, loud and clear, with the 2003 Cobra. For example, if you look at the horsepower you get for your dollar, it would be hard to beat the value of a 2003 SVT Cobra."

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