



# SALEEN ALLEY



Saleen Owners and Enthusiasts Club Publication  
Visit Website at <http://www.saleenclub.net>

Volume 7, Issue 1 SOEC Headquarters, P.O. Box 9025, Asheville, NC 28805 April 17, 2004

## MUSTANG 40th ANNIVERSARY



## SALEEN 20th ANNIVERSARY



### Greetings Saleen Owners and Enthusiasts

The Saleen Owners and Enthusiasts Club is ready to celebrate with Ford and Saleen, Inc. It's hard to believe that the 2003 show season has passed, and we are beginning a fresh season with the commemoration of forty years of Ford Mustangs and twenty years of Saleen Mustangs. Look on pages 2 and 11 for information about the Anniversary Celebrations to be held in Nashville, Tennessee April 15 - 18, 2004.

In this newsletter you will find articles and photos compiled by our new editor. With the digital camera revolution, photos have become easy to include in the newsletter, so look at the many photos and enjoy the flash back to 2003. Plan to attend SOEC events and meet other Saleen Owners and Enthusiasts. Steve Saleen attends many of our SOEC events. If you have not yet had your Saleen autographed, Steve will be happy to add his personal signature to your Saleen vehicle.

Visit our club website at <http://www.saleenclub.net> for a membership application and other club information. As indicated by our club name, Saleen ownership is not required for membership.

Saleen Owners and Enthusiasts Club  
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## Mustang 40th Anniversary Celebration April 15-18, 2004 Nashville, Tennessee

**Event Site: Nashville Super-speedway**  
**Host Hotel: Gaylord Opryland Resort**

What else can you say except Wow!" The Gaylord Opryland Resort is one of the world's most beautiful and fun filled resort destinations. The lush tropical gardens, waterfalls, and scenic river cruises all under nine acres of glass roof make for a setting that you must truly experience to believe. The 2,800 plus rooms and the lavish surroundings go hand-in-hand with the true Southern Charm and Hospitality that is Nashville.

The Speedway is really out in the country (East of Nashville). The closest town is Lebanon, TN (14 miles). Everyone is invited to the Saleen Inc. 20th Anniversary Party with the Pink Flamingos sponsored by Saleen Inc and the Saleen Owners and Enthusiasts Club. It will be held on Friday, April 16, 2004 during the 40th Anniversary Mustang Show in Nashville, Tennessee. We look forward in seeing everyone at the Party!

For more information about The Pink Flamingos go to <http://www.thepinkflamingos.com>



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**Membership fee of \$25.00.**

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## 2003 Was A Busy Show Season for Some of Our SOEC Members

Most of the articles in this newsletter have been written by the same members, but the newsletter is an example of what we would like to have in the future with contributions of photos and articles from members who attend Saleen and Mustang Club of America Events.

If you would like to submit information or articles, e-mail [travcar@comcast.net](mailto:travcar@comcast.net)

Please visit my non-commercial personal website featuring my 1997 S351 Saleen.

<http://saleen351.com>



## FORD'S 100<sup>TH</sup> ANNIVERSARY CELEBRATION

June 12<sup>th</sup> – 16<sup>th</sup>, 2003 the place to be if you're a Ford freak was Dearborn, Michigan. It was a true Mecca for the Blue Oval faithful. It's hard to even start to describe all there was to see and do. There were tours of the Ford assembly plant, the Ford estate, and other numerous places. There was plenty to do around town, but even more to do at the show site. There were well over 2000 cars, trucks, SUV's and other things FORD.

There were monster trucks competing against each other, trips to the test tracks with Volvo, Range Rovers doing a hill climb, and a look at the plane that will do a recreation of the Wright brothers' historic flight this coming December 17<sup>th</sup>, 2003.

In front of the Ford World Headquarters was a display of 100 cars, one for each year of Ford. A very interesting car was the 1903 Model "A" that belonged to Dennis Huron. It was a completely restored car that was found in a barn that belongs to his family. The original owner was his great-grandfather who bought it when he was 70 years young. The car has been in the family since day one, 100 years! Kind of fitting.

Another unique car was the 1950 Ford business coupe owned by Nancy & Bud Louis. He got it from the original owner in 1970. This car is completely original except for hoses, tires, and battery. It has 39,000 miles on it and is quite remarkable to see. It even has the owner's manual and other delivery brochures. A business coupe is a 2 door with no back seat in it. (Good race car material).

Also in the center of the 100 years display were a red, a white, and a blue Ford GT and the new Ford Supercar! These are awesome cars to behold with 550 H.P., and 500 ft. lbs. of torque. Love to get my hands on one.

All kinds of Ford drag cars were there: Dick Brannan's '63½ 427 Galaxie lightweight, '64 427 Thunderbolt, and '64 427 Falcon; Dyno Don's 427 Comet; and Gas Ronda's 1968 428 Cobra Jet Mustang. Also on display were Phil Bonner's "Daddy Warbuck's Mustang, and Al Joniec's Batman Mustang, plus a John Force funny car, and a ton of other drag cars, Winston Cup cars, and road racers.

Roxanne and Barry Shepard, as well as Dan Millen and Tymensky, had their Mustangs on display. Norma Wallis had her 2003 Cobra convertible daily driver on display. This rocket puts out 554 rwhp. It must be nice to drive around Michigan. It's a good calling card for Livernois Motorsports.

There was a real cool pick-up from Ford of Australia. It had kind of a Ranchero front with a decent sized box on the back. I don't know what was under the hood, but it had a trick set of 17" rims on it! It sat real low and was mean looking.

Shelby had his continuation 427 Cobra on display as well as the "Eleanor" Gone in 60 Seconds replica car that he is building. The James Bond movie cars were there with look-alike actors for a cute touch.

All the Ford Concepts were also on display: the 2005 Mustang, the 427 Sedan, 2004 F-150 soon to be in showrooms truck, and the next generation 500 H.P Lightning.

Saleen had their rig there with a variety of offerings: a Thunderbird, Focus, and various Mustangs.

Roush had a display with several of his different Mustangs including a Boyd Coddington Edition Roush. Sean Hyland Motorsports, as well as Steeda were also represented. One could really get a cross section of current Ford Performance offerings and compare them against each other and also compare them to what Ford has to offer in their showroom. This place was a huge adult toy store!

I could go on all day about what I've seen, but you'll just to have to ask me at an NMRA event. This was the place to be in 2003 if you love the blue oval!





**Sturbridge, Massachusetts  
National MCA Show  
July 18-20, 2003**

Overnight rain and daytime sun were on the menu for the Mustang Car Club of New England at Sturbridge, Massachusetts. The weekend was full of activities from the hospitality buffet on Friday to the awards ceremony on Sunday afternoon. There was also a Chinese Auction held for the American Cancer Society. In all, there were approximately 250 cars, including 8 gorgeous Saleens. The class was well represented from the 1989 SSC to the current models including S281's and S351's.

After judging on Saturday, some of the SOEC members attended the MCA banquet at the hotel while others enjoyed a Saturday night drive for the SOEC and Greater Pittsburgh Mustang Club friends. The group took a cruise through the Sturbridge countryside to a quaint little drive-in restaurant named Fenders. Tasty fish and seafood treats, as well as ice cream, were followed by a cruise around one of the area's beautiful lakes. All returned to the "host" hotel satisfied with the days events.

In case you're wondering why host is in quotation marks, there is a reason for that. The "host" hotel was actually called the Sturbridge Host Hotel. You had to see this place to believe it. Inside the rectangular hotel was the indoor center courtyard. This included a restaurant, a pool with a hot tub, several gazebos, and plants galore. The lower floor rooms opened into this courtyard. The upper floor, which had rooms facing this area, had patios in full view of the courtyard. Outside there was a beautiful lake, beach, and plenty of parking.

A great time was enjoyed by all who attended. We hope to see you and other SOEC members at future MCA National and Regional Mustang Events. Make sure you catch the photos of some of the Saleens that attended.



**Below: Dearborn II National Show  
Hyatt Regency Hotel, August 8-10, 2003**



## Dearborn II August 8 – 10, 2003

The Dearborn II National MCA show represented the return to where it all began for the writers of this article. Our first MCA National show was the 1998 show that had a record of 512 cars registered. Throughout our six years of national shows, we learned that this was not the typical size for the national shows. We found that 250 to 350 cars was more the customary size for the national shows, but larger for Grand National Shows.

With the return to Dearborn II, we again experienced the special excitement of a large show of approximately 450 cars. The 100 years of Ford activities in June likely reduced the size of the Dearborn II show by a few.

Eight Saleens were scattered among the cars that were parked by generations. Each car was assigned a parking space as they entered. Judges found the cars by their assigned parking spot number.

Sunny and dry weather prevailed. The Ford World Headquarters building, with its huge 100 Years sign, stood watching over the show field. The Hyatt Regency Hotel with its reflective bronze glass façade was the host hotel. What an impressive sight for the avid photographer.

Judges were in short supply. Highly qualified MCA judges judged the Saleens, but they were not Saleen specialists. We would encourage Saleen owners to pursue Saleen judging certification. You can judge one of the classes that your car is not in. Ken Signore, is the new MCA National Head Judge for Saleens, Roush, & Steeda.

The red 2005 Convertible concept car was on display. It is truly a beautiful work of automobile art, yet being the lucky owners of a 1997 S351 Saleen Speedster, we will not be tempted to trade our ride. We wonder what Steve Saleen is working on for the new 2005 model. The Saleen version of the 2005 just might tempt us to get another Saleen, but never to part with the S351 Speedster. ...Steve, we're all anxiously awaiting your version of the 2005!

Many show attendees were able to arrive early for the Ford Dearborn factory tours on Friday, Aug. 8. The very last ever tour of the Dearborn facility was the 1:00 P.M. tour held for the MCA show registrants. What an honor.

Although we did not take the factory tour, we extended our stay in Dearborn and went to the Henry Ford Museum on Monday. What an experience ... standing in front of the 1962 concept Mustang and the 1964 ½ Mustang number 1. If you haven't heard the story, Mustang number 1 was actually delivered for sale to a Ford dealer in New Foundland. Due to the great shipping distance, the first Mustang was sent there in order to arrive for the April 17, 1964 debut of the Mustang. Fortunately Ford was able to track down the purchaser of this historic vehicle and secure it for future generations to view.

In addition to these two Mustangs, we were excited to view three retired presidential limousines - most notably, the actual car that President John F. Kennedy was riding in when he was assassinated on November 22, 1963 in Dallas, Texas.

The museum also had displays of household items, trains, tractors, a bus, and the Fuller prototype 1940's prefab, round house. Soon to be open is an airplane display.

While in the area, we also went to the Yankee Air Museum, adjacent to the Willow Run Airport, Belleville, Michigan. This is near the location of Ford Motor Company's Willow Run bomber plant & training school. During WWII, that Ford plant built the B-24 Liberator Bomber for \$135,000 instead of \$245,000. A friend of one of our Saleen owners said that her grandmother was one of the "Rosie the Riveters" who helped build these Fords. For those of you who enjoy having other things to do, the Detroit and Dearborn areas have a lot to offer.



*Henry Ford Museum, August 11, 2003*



**Above: 1964 1/2 Mustang Number One**



**Below: Presidential Limousine that President John F. Kennedy was riding in when he was assassinated. The closed top was not on the car.**



*Woodward Dream Cruise  
Birmingham, Michigan*





## *Woodward Dream Cruise*

*August 13-17, 2003 Cruise Day, August 16, 2003*

The Woodward Dream Cruise was officially held on Aug. 16, but the Woodward Avenue cruising was all week! The eight lanes of Woodward Avenue in the Detroit area from 8 mile road to 16 mile road had normal business traffic during the week's business hours, but the street was loaded with cruisers each evening. The weather was dry, but Thursday, Aug. 14, 2003 at 4:11 P. M. the region was "unplugged". Parts of Michigan, Ontario, Ohio, New York, and Pennsylvania experienced the "shock" of NO ELECTRIC!

Thursday, various private parties were still held with the assistance of generators. Some cruisers were stationed in their spots along the Avenue. Notably, the owners of the Saleen S7, Jerry and Kathy Ritzow, had their car on display. Unfortunately, the S7 had an almost empty gas tank! With the power out, the gas stations were closed. Food, water, and air conditioning were problems, but our all essential GASOLINE was unavailable. Cruising was terminated by the local police around 8:00 P.M.

Friday was "powerless". Officials cancelled the Ford event that was scheduled to start at the Dearborn Ford World Headquarters and then cruise to Woodward Avenue. Every signal light became a four way stop. Cruisers were allowed to cruise Woodward Friday evening, but they were reminded to come with a full tank of gasoline and the food they needed for the day. Cruising on Woodward was closed at 8:00 P.M. instead of the planned 9:00 P.M. Visitors from out of town flocked to a few gas stations who opened with generators. Restaurants took to the gas grills on the side walks with long lines waiting for food. The Saleen Hospitality truck supplied our host, Papa Joe's Specialty Market, with electricity from the truck's generator. Set up continued with the hope that power would be restored by Saturday morning.

One by one, the communities along Woodward Avenue did in fact have power restored. Friday evening, Ferndale, site of "Mustang Alley" even had their street fair with carnival rides open. Birmingham, site of the Jerome-Duncan Ford's Saleen event received power during the early morning hours, approximately 12:37 A. M.

Saturday, the cruisers arrived to a rather normal looking Woodward Avenue Cruise. SOEC members who had reservations received a complementary gift

card worth \$15.00 each to purchase lunch at the Papa Joe's Specialty Market. Thank you Jerome-Duncan, Ford, Saleen dealer. Cruising, talking with fellow Saleen owners, people watching, photo taking, eating, and listening to the live bands were the popular activities for the day. This is what cruisin' is all about. A true escape from daily responsibilities!

Along with thousands of other cars, during the afternoon the Saleen S7, escorted by our 1997 S351 and a new one of a kind color Saleen S281 from Jerome-Duncan Ford, took a short cruise along Woodward Avenue. As to be expected, the S7 was quite a hit. What's that? Is it a Ferrari? Wow! That's got to be the best car I've seen all day! These comments were heard as the Saleen S7 passed by the crowd.

If you live within a reasonable driving distance of the Woodward Dream Cruise, (i.e. the Greater Detroit area) it's worth the effort to attend. You truly can't believe it until you experience it in person.

## **SALEEN S7**



## Columbus, Ohio-- Mustang Only Show August 24, 2003

Perfect weather and the display of both 2005 concept mustangs brought out a record 170 mustangs, including 5 Saleens, to the Mustang Club of Ohio Regional Show that was held at Krieger Ford in Columbus, Ohio. This club is celebrating their 30th Anniversary. Yes, that's 30 years when the Mustang is just 40 years of age.

The Mustangs were initially parked in neat rows. This soon gave way to parking cars in the aisles and every available corner. Krieger Ford had their new and used car buildings open for an air conditioned relief from the heat and for restroom use.

Jim Reynolds and Gene Kennedy of the SOEC distributed a few Saleen posters. It was a pleasure to display our Saleens and show the enthusiastic crowd a nice collection of the generations of Saleens: SSC, Foxbody, S281 Convertible, S351 Convertible, Explorer, and a 5th generation S281 Coupe.



**2005 Coupe and Convertible Concept Mustangs on display in Columbus, Ohio**



**Saleen Explorer**



## Peach State Stampede, 2003 MCA Grand National Augusta – Richmond County Civic Center August 29-31, 2003

Passion, obsession, crazy! Go to work Friday, and then drive 12 hours to arrive in Augusta, Georgia at 4:00 A.M. That's the craziness; the real obsession started at 6:00 A.M. Wash and detail the car. When you're all done, go back and detail it again. Check and recheck, don't miss a spec! ...Then repeat it all again. Yes, obsession. Finally by 11:30 A.M., it's time to quit, at least temporarily. Alas, by 2:30 P.M., the car still was not judged, so guess what? It was time to check the car for fresh dust. Yes, of course, the engine compartment had some fresh black grit that landed in a few spots.

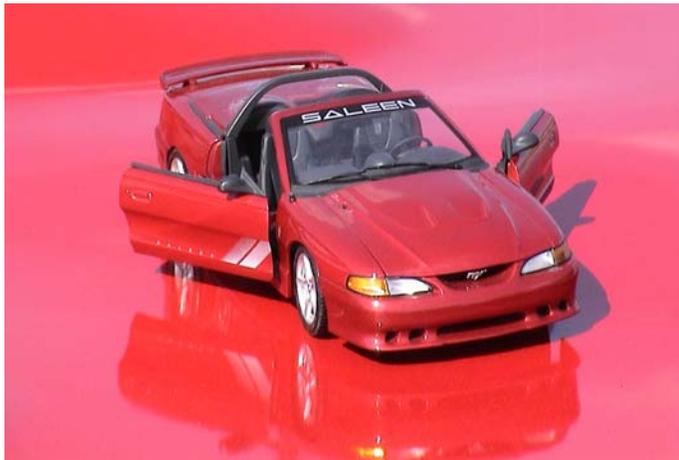
All of this is in quest of a Grand National trophy. In addition to a trophy, the mission is to earn points towards the coveted MCA Medallion. A regular National Show 1<sup>st</sup> Place earns 2 points; a 2<sup>nd</sup> Place earns 1 point. 1<sup>st</sup> Place at a Grand National Show earns 3 points, while a 2<sup>nd</sup> Place earns 2 points. Continue the obsession until you earn 20 points, and you receive the well deserved MCA Medallion.

The trophy and medallion are only part of the mission. For Saleen owners, the rest of the mission is to proudly display our beautiful Saleens and meet other Saleen owners. Of course, we must also photograph all of the Saleens and any other Mustangs that catch our attention. This usually means over 100 photos. The digital camera fortunately has cut down on the expense of the photography.

The show entertainment for Saturday evening was a "Sock Hop" featuring food, music, and entertainment. The evening included dinner with "Old Fashion Soda Fountains, skits, dancing, and contests. The writers of this article can't report on the event as they were resting from the overnight drive to Augusta!

Waiting until retirement is not an option! It would be easier to make the Grand National MCA Show if work didn't interfere with weekend shows. Retirement is near, but we don't want to wait to enjoy all of the shows. At least the return drive wasn't as rushed. The Labor Day holiday provided the necessary time to get home and rest before returning to the reality of work on Tuesday.





## Collecting Mini SALEENS: Part 4

By: Jim Reynolds

Well, the Saleen memorabilia collectors can finally put the magnifying glasses away. We now have 1/18 scale die cast speedsters and coupes to admire! Auto Art, a division of Gateway International has produced these very impressively detailed replicas of Saleen Mustangs.

For this article, I did a little research through Saleen Performance's trade marketing agent. I thought you would enjoy the information. Auto Art negotiated a three year license to produce and market the models.

Die cast production is quite an involved process. Total development time for the Saleens was almost two years! In the first round they sent professional photographers to the Saleen plant to take several shots using a procedure called "measured photography". Similar to the old way the big three used to produce new models, Auto Art crafted a clay model. This flat gray replica was sent to Steve for approval. A die cast "pre-production" sample was manufactured. It included an interior with seats, dash, finished underbody, and the proposed packaging. Again, this step of the process involved approval by Steve. A "final production" copy from the first run was then sent to Steve for his personal collection.

Auto Art used 1998 models to base versions on. The models were produced in two roof lines: a coupe and a speedster. A dealer told me the speedster was available in yellow and red only while the coupes were painted yellow, red or white. Production was expected to be 5,000-7,000 per year.

Look these beauties over closely, the hood and trunk open, wheels turn and the chassis is fully detailed. Saleen graphics are affixed in the normal positions. In fact, if you take a quick look at the photos the models could almost fool you into thinking they are the real thing. Pick up one of these mini Saleens and bring it to a SOEC event. Steve would be glad to autograph your desk top Saleen.



**Above: Sturbridge, Massachusetts  
National MCA Show July 18-20, 2003**

**Below: Dearborn II National Show  
Hyatt Regency Hotel, August 8-10, 2003**



## MCA 2004 National Show Schedule

**April 15-18, 2004 Nashville, Tennessee**

Mustang 40th Anniversary Celebration

**June 10-13, 2004 Biloxi, MS**

**August 12-15, 2004 Hebert City, Utah**

**September 3-5, 2004 Springfield, IL**

Check the MCA website for details. [www.mustang.org](http://www.mustang.org)



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## SOEC - Saleen Owners & Enthusiasts Club Events at the Mustang 40th Anniversary Show

**Thursday Night, April 15th** - Cruise-in to the historic Second Ave district of Nashville. We have secured parking just for Saleens.

**Friday Night, April 16th** - Join in the fun at the Saleen 20th Anniversary party presented by Saleen Inc. and the Saleen Owners and Enthusiasts Club. Stop by the SOEC booth for additional information.

**Saturday Night, April 17th** - Dinner (location to be decided) and after dinner go-cart racing.

**Panoramic picture of all the Saleens will be taken at the show.** Since the track will be used for other events, the exact time and day had not been decided at the time of the printing of this newsletter. Please stop by the SOEC booth at the show for additional information about the panoramic photo and other activities. You will be able to purchase the pictures at the show. The following sizes will be available:

8x12 - 29.95    Poster - \$39.95    8x24 - 39.95

Steve Saleen will be present at the show and will be signing posters and cars during the weekend. Times will be announced at the show.



**Come Celebrate at the Saleen Anniversary Party,  
Presented by Saleen Inc. & The Saleen Owners  
and Enthusiasts Club featuring the Pink Flamingos**



**Opryland Hotel Governor's Ballroom  
Friday, April 16th from 8:30 PM - 12:30 AM  
Meet and Greet with Steve Saleen 7:00 - 8:30 PM  
Admission Free**

## 2004 Show Schedule

**April 15-18th, 2004**

**Mustang 40th Anniversary Show**

**\* SOEC National Show \***

Nashville, Tennessee

To celebrate the 40th Anniversary of the Ford Mustang, as well the 20th Anniversary of Saleen, the Pink Flamingos will be performing Friday night, April 16th at the Saleen Anniversary Party. Look for this to be the biggest turnout of Saleen Mustangs ever at one show.

**July 15 - 18, 2004**

**24th Annual Mustang Round-up**

**\* SOEC National Show \***

Bellevue, Washington

**August 21st, 2004**

**Woodward Dream Cruise**

**Woodward Ave in Michigan**

**\* 3rd Annual SOEC National Show \***

Additional plans to come.

The Woodward Dream Cruise stretches over 16 miles of Woodward Avenue and goes through the nine host cities: Berkley, Birmingham, Bloomfield Hills, Bloomfield Township, Ferndale, Huntington Woods, Pleasant Ridge, Pontiac, and Royal Oak Michigan. Take a look at the Official Woodward webpage for more information about the Woodward Dream Cruise.

[www.woodwarddreamcruise.com](http://www.woodwarddreamcruise.com)

**September 3-5th, 2004**

**"Prairieland Roundup"**

**MCA Grand National  
Springfield, Illinois**

**\* SOEC National Show \***

Hosted by the Central Illinois Mustangers. Host hotel and show site is the Crowne Plaza Springfield (800) 589-2769 (you MUST mention the 'Mustang Show' to receive a special rate). For more information, contact Chuck Brenner at (309) 836-6606 or [brenner@macomb.com](mailto:brenner@macomb.com) or go to [www.2004grandnational.com](http://www.2004grandnational.com)

**September 17-18th, 2004**

**8th Annual Saleen Show**

**Irvine, California**

**\* SOEC Grand National Show \***

Hosted by Saleen and SOEC. Located in beautiful Southern California. This is an action packed weekend. On Friday, the 3rd Annual SOEC Driving Event. On Saturday, the show-n-shine at Saleen's Headquarters. Other events are being planned for the whole weekend.

# SALEEN ALLEY

SOEC Headquarters  
P.O. Box 9025  
Asheville, NC 28805

The **SALEEN SA 20** was unveiled at the 7th Annual SALEEN Car Show presented by Saleen & the Saleen Owners and Enthusiasts Club on Saturday, September 13, 2003 at SALEEN's Headquarters.

