



SALEEN ALLEY

Volume 15, Issue 2

SMS Supercars 2011 Show



SMS 302

STEVE SALEEN IS REUNITED WITH THE SALEEN BRAND
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Spring 2012**

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Front & Back Covers: SMS 302 photos taken at the SMS Supercars Annual Car Show, Corona, California on September 17, 2012.

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Established 1991**

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Membership

Dues are \$25 per year. Forms are available online.

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Submissions to Saleen Alley

Articles, stories, photographs, upcoming events, and other news submissions are encouraged. E-mail Word-compatible documents and your original, non-copyrighted images to betsyb@soec.org. All submissions become the property of SOEC.



STEVE SALEEN IS REUNITED WITH THE SALEEN BRAND **Steve Saleen is Back in The Driver Seat of His Legacy and Heritage** **Launching Several New Saleen Models**

Corona, CA – (April 2, 2012) Famed racecar driver and automotive icon, Steve Saleen, announced today that the Saleen brand has been returned to its rightful place, himself. After several years of litigation, Steve Saleen has successfully regained control of the Saleen brand name and products that he created and built since 1984.

"In 2007, it was a difficult decision to resign from Saleen, Inc.", said Steve Saleen, "but I knew it had to be done in order to preserve the Saleen brand and to ensure the authenticity and high performance that our customers had come to expect."

That also marked the year that Steve Saleen unveiled his signature line, SMS Supercars (SMS stands for Steve Mark Saleen). SMS Supercars was the continuation of Steve's vision for high performance automotive manufacturing. During the few short years that followed its inception, SMS Supercars and Steve Saleen successfully launched three new models, the SMS 570 Challenger, SMS 302 Mustang, and the SMS 620 Camaro. With this, SMS Supercars also launched an entire catalog of aftermarket parts, including the innovative SMS 296 Supercharger system.

Steve Saleen further added, "Although the Saleen brand is a huge part of my identity, I knew it was the vision and passion that would shine through on my signature vehicles. However, it couldn't have been done without the support of the Saleen community. The foundation and inspiration that they gave me to move forward with my vision was what

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ultimately moved us to regain the Saleen branding. Most importantly the Saleen community gets their identity back as well."

The Refacing of Saleen

The return of the Saleen brand will allow Steve Saleen to begin offering all of his current SMS Supercars products under the Saleen flag. With this move, SMS Supercars will be carefully integrated into the Saleen branded family of products.

Steve Saleen will also be launching under the Saleen brand its 4V, SC, SSC, and X Models of the 2013 Mustang, 2012 Challenger, and 2012 Camaro ranging from 425hp to over 750 horsepower. These models will have the latest technology in Aerodynamics, Suspension, Braking, and Performance starting at less than \$40,000.

This is expected to provide a full range of products for all Saleen dealers, Speed Shops, Race Teams, and Automotive customers in the American Pony Car segment of the performance market. All aftermarket offerings will include: Saleen Superchargers, SMS Superchargers, Saleen Vehicle Body Component parts, SMS Challenger Body Component parts, SMS Mustang Body Component parts, SMS Camaro Body Component parts, SMS Butterfly hoods, as well as all other interior and engine parts for these vehicles.

With the reuniting of Steve Saleen and the Saleen brand, Mr. Saleen is currently planning to make available all 1984 – Current Saleen vehicle aftermarket, replacement and warranty parts. All parts will be available through the **Saleen.com** website, by contacting Saleen at **800-888-8945** (formerly SMS Supercars) directly, or through the nearest Saleen authorized dealer.

Moving forward, Mr. Saleen detailed that the Saleen registry will be updated to include all SMS branded vehicles. By including the SMS branded vehicles in the registry they will gain their rightful place in the Saleen family. The Saleen Registry is the official record established to maintain the authenticity and exclusivity of all Saleen signature vehicles.

Additionally, any current owners or dealers of SMS branded vehicles will be provided with replacement badging for their vehicles, if they so desire. They can contact the customer service division of Saleen (formerly SMS Supercars) directly, provide the details on their vehicle, and the replacement Saleen badging will be sent out immediately.

About Steve Saleen

An automotive pioneer by trade and a driver by passion, Steve Saleen, has been involved with racing since the late 1960's. His racing career includes multiple wins and involvements in CART/PPG Indy Car, Trans-Am, and SCCA series; with the most widely known racing involvement with the Saleen/RRR Speedlab team that was formed between Tim Allen, Bob Bondurant, and Steve Saleen. Mr. Saleen is also the holder of multiple manufacturer titles resulting from the winning pedigree that he instills in his Saleen branded vehicles. A Mustang Hall of Fame inductee, Steve Saleen, is world renowned as a builder of high-performance American muscle cars. Beginning with the first Saleen Mustang in 1984, Mr. Saleen has continued to innovate and set the bar with his American automotive passion. His holistically designed Saleen S7, which debuted in 2000, clinched the last GT1 win at the 24 Hours of LeMans. Steve Saleen has proven himself as both an automotive entrepreneur and racing driver. www.steve-saleen.com

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**Editor's Response:**

Thank you, Steve and all of the Saleen family, for all of the dedication to your enthusiastic Saleen Owners. Your commitment to make available all 1984-present parts will help protect the value of the vehicles that we own. We are all looking forward to future vehicles that continue your mission of uniting speed, performance, and styling.

Owning a Saleen vehicle has been like owning a share in your racing success. It has been my honor to help at shows, and I look forward to the 2012 show season that will celebrate the return of your use of the Saleen brand name. Congratulations!

**Response From Supportive Saleen Owners: April 2, 2012**

From Craig and Dottie Cooper, Ohio: "Please relay to Steve and Liz Saleen just how happy we are about the announcement that was made today. We are thrilled for them and the thousand of Saleen owners around the world!!! Oh yeah, tell Steve we both said Happy Birthday." [His birthday was on April 2.]

Responses from the SOEC.ORG Forums:

LeftLane 94 - "Yea this is a big deal for sure. All seems right in the world again."

Saleen777 - "Ahhhhhh, I feel whole as an enthusiast again..."

Cwarre9 - "Great news! Look forward to many years with the Saleen name being back where it belongs."



SMS Supercars 2011 Show

Steve Saleen's Championship Heritage on Display
September 17, 2011

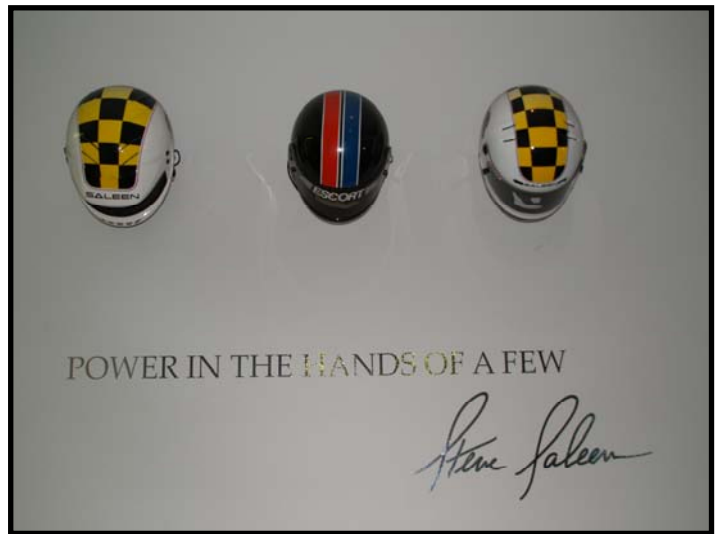




Above, left to right: Liz Saleen's SMS Convertible, Molly Saleen's Molly Pop Saleen, Steve Saleen's SMS Coupe, and #07-0014 S281 Supercharged Saleen.



Above: Looking through an SMS wheel.
Below: SMS Supercars facility, 2735 Wardlow Rd., Corona, CA



Above: Steve's wall of helmets - Power in the Hands of a Few.
Below: Barricade, from Transformers.





Above 2 photos: Left - Doug Boring and right - Rudy Beyer preparing the SMS showroom for the show to be held on Sept. 17, 2011.

SMS Supercars Show Day September 17, 2011



Above: Steve chose S7 die-cast models for the awards.



Above: Molly Saleen and her Molly Pop Saleen on display.



Above: Model poses in front of her photo:



Above: SMS Supercars facility, 2735 Wardlow Rd., Corona, California ready for the show.

SMS Supercars Show Day September 17, 2011



Above, left to right: SMS Black Label 302 Mustang, Saleen S7, and SMS 570 Challenger #16.



Above, right: Saleen # 06-95



Above: 2008 Saleen Sterling Edition #26.



Above: 1995 Saleen S351 #95-0079



Above: Saleen S351 Speedster #04.



Above: Saleen #154 with "Senior Moment" on the fender. What a way to celebrate being a Senior!



Above: Saleen Explorers # 62 & 20.



Above: SMS 700X Challenger



Above & below: Left - Steve Saleen, right - Roger Rodas with Roger's Saleen S7. www.aeperformance.com



SMS Supercars Show Day: September 17, 2011

All of the parking areas surrounding the SMS facility at 2735 Wardlow Road, Corona, California were filled with Saleens, SMS vehicles, Mustangs, Challengers, and Camaros. The whole Saleen Family - Steve, Liz, Molly, Sean, and Clint - was present to welcome the guests and help with the show.

The cars were parked in classes by model and year. Participants voted for their favorite choices. Winners were presented die-cast models of a Saleen S7.

Steve autographed cars, poster, and other memorabilia that fans brought to the show.



Above & right: Ford GT, built for Ford by Saleen, Inc. in Troy, Michigan.

SMS Supercars Show Day September 17, 2011

Around the Show Field



Below & right: Steve Saleen's autograph session at the SMS Supercars Show on September 17, 2011.



SMS Supercars Show Day September 17, 2011 SOEC Out to Dinner at a Mexican Restaurant



"CRAZYHORSE"
2012 SMS Speedster S302 Black Label
 Custom Built by Steve Saleen
 Custom Lizstick Red Paint
 540 HP 302
 6 Speed Transmission
 SCT/JDM Custom Tune
 Airaid Cold Air Intake
 Ford Racing Boss 302 Ported and Polished Intake Manifold
 Ford Racing 90mm Throttle Body
 Kooks Long Tube Headers
 Ford Racing 4.30 Gears
 SMS S4 Racing Suspension
 Axle Exchange Aluminum Drive Shafts

Owners
Ed & Lisa Hinker

Above & right: SMS 302 Black Label Mustang #12-008 and SMS 570 Challenger on display at the LA Auto Show, November 18-27, 2011.

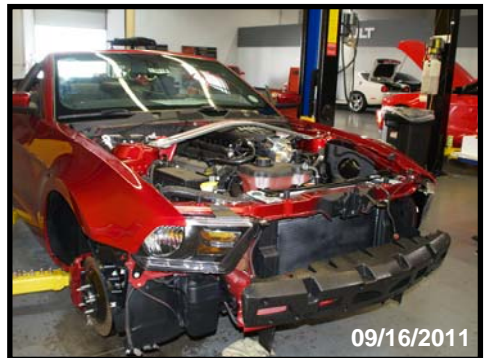


SMS 302 Mustang #12-008 Delivered September 17, 2011

Lisa and Ed Hinker from South Dakota were at the SMS Annual Car Show on September 17, 2011 to receive the keys to their new SMS 302 Mustang #12-008. The photos below document the final steps in the production of their Lizstick Red Metallic Convertible.



Above, left to right: SMS brakes and suspension were installed, rear fascia and the seats were removed and waiting for the SMS parts.



Above, left to right: Rear SMS seats were installed, Boss 302 intake was installed, and the front fascia and hood were removed.



Above, left to right: Front Dual Side Heat Extraction Hood with Chrome Trim and SMS Rear Fascia with Dual Exhaust Cooling Vents, SMS Front Fascia and Blade Front Grille, and the SMS Side Skirts with Integrated Brake Intakes were all installed.



Above, left to right: Finishing the intake, finishing the SMS Rear Fascia, and the joy of the initial starting of the engine (without the seats). Yes, it fired up without trouble!

SALEEN ALLEY



Above, left to right: SMS Side Skirts with Integrated Brake Intakes, detailing crew, Five Spoke Wheels 20" x 9" front / 20" x 10" rear.



Above, left to right: Sean Saleen (left) making the final inspection. SMS Windshield Banner, SMS Chrome Fender Badge and 302 Model Designation, and Leather and Alcantara Two-Tone Chevron Performance Seating and Leather Wrapped Steering Wheel.



SMS 302 Mustang Serial Number 12-008

09/17/2011

Above, left to right: Serialized Dash Plaque, SMS Chrome Fender Badge, and SMS Serialized Front Bumper Number 08.



Above, left & right: September 17, 2011 at 8:20 A.M. SMS 302 Mustang #12-008 ready for the show.



Above, left to right: Sean Saleen adding the gasoline, Sean Saleen (left) & Steve Saleen (right) directing the parking.



Above: Center - Steve Saleen, right - Jim Dvorak, SOEC Webmaster and Owner & Member Services at the September 17, 2011 SMS Supercars Show.




Concours d' Elegance Motoring Festival

Text and photos by: Doug Boring

Larry Hill and I were invited to the Hilton Head Island, South Carolina Concours d' Elegance show held on November 5&6, 2011. Dennis Gage was the host. We were asked to represent the 80's muscle cars in the Midway Motoring part of the show. This was a display only area. The area had concours cars from all over the world. The idea with this area was to show cars that had been enhanced with performance that you could buy from the dealer with a manufacturers' warranty.

Larry and Francine Hill's car is 1989 Saleen Mustang SSC #168 and Doug Boring's car is 1985 Saleen Mustang #85-31 with T-tops.

It was an honor to receive an invitation to this show. Larry Hill and I were very proud to represent Steve's great work. 



Above & below: Doug Boring's 1985 Saleen Mustang #85-31 with T-tops at the November 5&6, 2011 Concours d'Elegance.



Above & below: Larry and Francine Hill's 1989 Saleen Mustang SSC #168.



Above, left to right: Alex Boring, Doug Boring (owner of 1985 Saleen Mustang #85-31 with T-tops), and Dennis Gage, TV host of *My Classis Car*.



Calendar of Events

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



Saturday - Sunday, April 21-22, 2012

Saleen Rally:

Fabulous Fords Forever Knott's Weekend
Saleen, Carona, California

Knott's Berry Farm, Buena Park, California

saleenforums.soec.org/showthread.php?t=11435

www.fabulousfordsforever.org

June 1-3, 2012

Carlisle All-Ford Nationals

Carlisle, PA

www.carsatcarlisle.com

July 19-22, 2012

2012 Mustang Roundup & All Ford Picnic

Bellevue College, Bellevue, Washington

Steve Saleen Signature Event

www.mustangsnorthwest.org/2012-mustang-roundup-all-ford-picnic.asp

August 30 - September 3, 2012

Sturgis Mustang Rally

Sturgis, South Dakota

Steve Saleen Signature Event

www.sturgismustangrally.com

September 15, 2012

Steve Saleen's Annual Car Show and Open House

Saleen (SMS Supercars) Headquarters

2735 Wardlow Road, Corona, CA 92660

Steve Saleen Signature Event

SOEC Dinner with Steve & Liz Saleen

MCA 2012 National Shows



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

April 27-29, 2012

Northern Utah Mustang Owners Association

Ivins, Utah

June 22-24, 2012

Diablo Valley Mustang Association

Concord, California

July 20-22, 2012

Mustang Car Club of New England

Warwick, Rhode Island

2012 Grand National

August 31 - September 2, 2012

Oklahoma Mustang Club

Mustang, Oklahoma

Below, left & right: Beauty and the Beast made an appearance at the September 17, 2011 SMS Supercars Show in Corona, California. Richard Miller proudly shows off his truck, trailer, and Saleen Mustang with license plate Beauty1. The Saleen is "Beauty" and the truck is the beast that hauls "Beauty". Look carefully. Is the trailer door open or closed?



SALEEN ALLEY

Presenting the SMS 302 Black Label Mustang



Above, right, & below: Left - Steve Saleen, middle - Lisa Hinker, and right - Ed Hinker taking delivery of their new SMS 302 Mustang #12-008 on September 17, 2011.

