

# Hidden Treasures

By Buck Trippel

This is the first in a series of articles dealing with early Tiger history in the United States. Rare Tiger documents are usually found in private hands, scattered in collections around the world. This series will present the highlights from some of them. Scans of the originals will be posted on the CAT website for those who desire more depth.

In early 1963 Ian Garrad worked with Shelby American to build the Shelby/Boskoff prototype. That summer the car was presented to Lord Rootes who decided to produce it. By the end of 1963, the first "AF" cars were being completed. It would be over a half year before the first production Tigers would be assembled by Jensen. In fact the Tiger name had not yet been adopted. Back then the car was generally referred to as an Alpine 260.

This article highlights the basic contract from January 1964 involving Rootes, Shelby, and Ford.

- In it Ford agrees to furnish engines for Tigers (Alpine 260s) and for use in Venezias.

By letters dated November 8, 1963 and January 27, 1964 (hereinafter called "R-F Agreement"), you and Ford Motor Company of Dearborn, Michigan, confirmed arrangements for your use of Ford V-8 engines in your Sunbeam Alpine and Venezia sports cars. The R-F Agreement runs until December 31, 1966, and from year to year thereafter, subject to termination by either party (1) at will on December 31, 1966 or any subsequent December 31st upon 270 days' notice to the other, and (ii) for breach of contract on 60 days' notice to the other unless the breach is cured within the notice period.

- Rootes would pay Shelby \$5 for each car built.

1. You (and such pronoun shall include your subsidiary companies) will pay Shelby American, Inc., the sum of Five Dollars (\$5.00) for each Sunbeam Alpine and Venezia car equipped with a Ford V-8 engine sold by you anywhere in the world. Such sums shall be accumulated and paid on a quarter-annual basis (any sums accumulated in 1963 to be included in the first quarter of 1964) by the end of the month following the close of each calendar quarter.

- Shelby would develop engine and chassis kits to be sold exclusively to Rootes. The LAT options started with Shelby American a half year before Tigers were produced.

9. Shelbys will sell to you any other engine kits, and any chassis kits, developed by them for use with Sunbeam Alpine cars equipped with Ford V-8 engines, upon such prices, terms and conditions as may be mutually agreeable, it being understood that, in determining prices, tooling costs will, at your election, be separately charged.

- It details an incredibly ambitious 4-car SCCA B-Production racing program. Rootes contracted with Shelby American to develop the Tiger into a Bp racer and then have the Shelby team race it. The contract called for Rootes to deliver four of its Tigers to Shelby. The first would be the "development car" with a budget of \$15,000. The second and third Tigers would be used for east coast and west coast racing while the fourth would be a spare. The budget to configure these three Tigers for racing was set at \$3,500 each.

3. You will, at your expense and as soon as practicable, furnish to Shelby at their place of business in Venice, California, four Sunbeam Alpine sports cars equipped with Ford V-8 engines. Title to such cars shall at all times remain in and be held by you. Shelbys will use all reasonable efforts to modify, tune and otherwise develop, test and prepare each such car for successful competition during the 1964 racing season as "SCCA Class B Production" cars. You will reimburse Shelbys their costs of such modification, tuning, development, testing and preparation but not in excess of \$15,000 with respect to the first car and not in excess of \$3,500 with respect to each of the other three cars. Such reimbursements will be made within 30 days after your receipt of satisfactorily itemized and supported statements therefor.

4. The first of the cars referred to in paragraph 3 above will be held and used by Shelbys as the pilot model for such continuing development and testing. The other three cars will be returned by Shelbys to you or held by Shelbys for you, as you may elect: one for competitive events held in the eastern section of the United States, one for competitive events in the western section of the United States, and one as reserve for such events.

- Lee Iacocca represented Ford, was a signatory on this contract, and was completely exposed to Rootes' B-Production racing strategy. Six months later Mr. Iacocca adopted the same strategy when he gave his new Mustang GT to Shelby American to develop it into a B-Production race car and then have the Shelby team race it.

Yours very truly,

SHELBY AMERICAN, INC.

By Carroll Shelby  
President

Carroll Shelby  
Carroll Shelby, Individually

FORD MOTOR COMPANY

By Lee Iacocca

Title \_\_\_\_\_

Accepted: 24th March 1964

ROOTES MOTORS, LTD.

By Donald N. Frey  
Title Managing Director

Subject to modifications contained in letter to Rootes Motors Limited dated 13th March, 1964 signed by Donald N. Frey for Mr. Iacocca, Vice President of Ford Motor Company.

EXHIBIT P

January 27, 1964

Rootes Motors, Ltd.  
Devonshire House  
Piccadilly  
London W. 1, England

Dear Sirs:

By letters dated November 8, 1963 and January 27, 1964 (hereinafter called "R-F Agreement"), you and Ford Motor Company of Dearborn, Michigan, confirmed arrangements for your use of Ford V-8 engines in your Sunbeam Alpine and Venezia sports cars. The R-F Agreement runs until December 31, 1966, and from year to year thereafter, subject to termination by either party (1) at will on December 31, 1966 or any subsequent December 31st upon 270 days' notice to the other, and (ii) for breach of contract on 60 days' notice to the other unless the breach is cured within the notice period.

We, Shelby American, Inc., of Venice, California, and Carroll Shelby, its President, of Playa Del Rey, California (hereinafter together called Shelbys), furnished you with technical and other assistance in planning the use of these engines in your cars, and agreed to continue such assistance, upon the understanding, hereby confirmed, that so long as the R-F Agreement remains in effect:

1. You (and such pronoun shall include your subsidiary companies) will pay Shelby American, Inc., the sum of Five Dollars (\$5.00) for each Sunbeam Alpine and Venezia car equipped with a Ford V-8 engine sold by you anywhere in the world. Such sums shall be accumulated and paid on a quarter-annual basis (any sums accumulated in 1963 to be included in the first quarter of 1964) by the end of the month following the close of each calendar quarter.

2. Shelbys will at all times cooperate and maintain close liaison with you with respect to all engineering, performance and other technical and operating aspects of your use of such engines in your Sunbeam Alpine and Venezia sports cars for both competition and pleasure driving purposes, and, because of the mutual disclosures necessary to such cooperation and liaison, will not render or agree to render similar services to any other person, firm or corporation with respect to any other volume produced sports car of European manufacture, it being understood, however, that this commitment will not prohibit Shelbys from rendering such services with respect to cars or kits produced by or for Ford Motor Company, Ford of Britain, Ford of Germany or small specialist manufacturers such as, but not limited to, Lotus, Cooper, and AC Cars.

3. You will, at your expense and as soon as practicable, furnish to Shelbys at their place of business in Venice, California, four Sunbeam Alpine sports cars equipped with Ford V-8 engines. Title to such cars shall at all times remain in and be held by you. Shelbys will use all reasonable efforts to modify, tune and otherwise develop, test and prepare each such car for successful