

# SALEEN TURNS 20 AND GOES HOLLYWOOD!

Photo: Randy Lorentzen



Saleen S281 Mustang Coupe  
*2 Fast 2 Furious*

Here's a quiz for the day: What has 12 wheels, 989 cubic inches, almost 1300 horsepower, and seats up to 8 consenting adults?

If you took a guess at "the all-new Saleen S989 double-semi-dually competitor to the Porsche Turbo Cayenne and M-B ML 55 AMG," no dice... please move on to clue number one.

CLUE NUMBER ONE: This 12-wheeled wonder is being seen by more than 43 million people at over 10,000 locations this summer, with over \$100 million spent on its advertising and promotion.

Er, no, it's not the long-rumored Saleen supercharged V-10 diesel-powered combination Zamboni ice groomer and wood floor polisher that would allow the Coyotes and Suns to schedule back-to-back doubleheaders with only a 30-minute intermission. Saleen tells us that machine will not make its debut until... um... much later.

CLUE NUMBER TWO: Every one of the 43 million viewers will be screened during the course of his or her exposure to this vehicle, and many will be placed in stadium seating.

BONUS CLUES: One driver could easily be known as Mr. Indy (though he's never raced at the Memorial Day 500 mile

classic). Another currently fancies himself as God (though he's never won a race, and lots of people consider him a major joker).

Enough of all that? Well, we didn't want to serve up the answer on a silver platter. Actually, it's being served up on the silver screen. We're talking movies here, three of them. And not one, but three Saleens:

an S7 supercar, a supercharged S281 Mustang convertible, and a supercharged S281 Mustang coupe. Saleen calls this trio of summer releases *Hollywood Horsepower*: a triple knockout punch of comedy, speed and thrills.

The triad premiered in late May with *Bruce Almighty*, a Universal Pictures film starring Jim Carrey as an average Bruce who gets his wish when God (Morgan Freeman) arranges a switch for a week, to give Bruce some much-needed perspective. Two beauties costar: one Jennifer Aniston, and one silver Saleen S7. Jennifer may have the softer curves, but the S7 is arguably faster and a real handler. Aniston is a heartbreaker; the S7 is a remarkably powerful short-distance braker. The Pope has occasionally been driven in a Ferrari, but this film proposes that the Almighty drives a Saleen S7.

Next up, in early June, was a motor-

head's favorite: *2 Fast 2 Furious*, starring Paul Walker and Tyrese Gibson. A Lizstick Red Saleen S281 supercharged Mustang coupe joins the cast of this sequel, in which an ex-cop and an ex-con team up to deal with a Miami drug kingpin.

Finally, *Hollywood Homicide* opened in mid-June, a Sony Pictures/Revolution Studios film starring Harrison Ford and Josh Hartnett as LAPD homicide detec-

Saleen S281 Mustang Convertible  
*Hollywood Homicide*

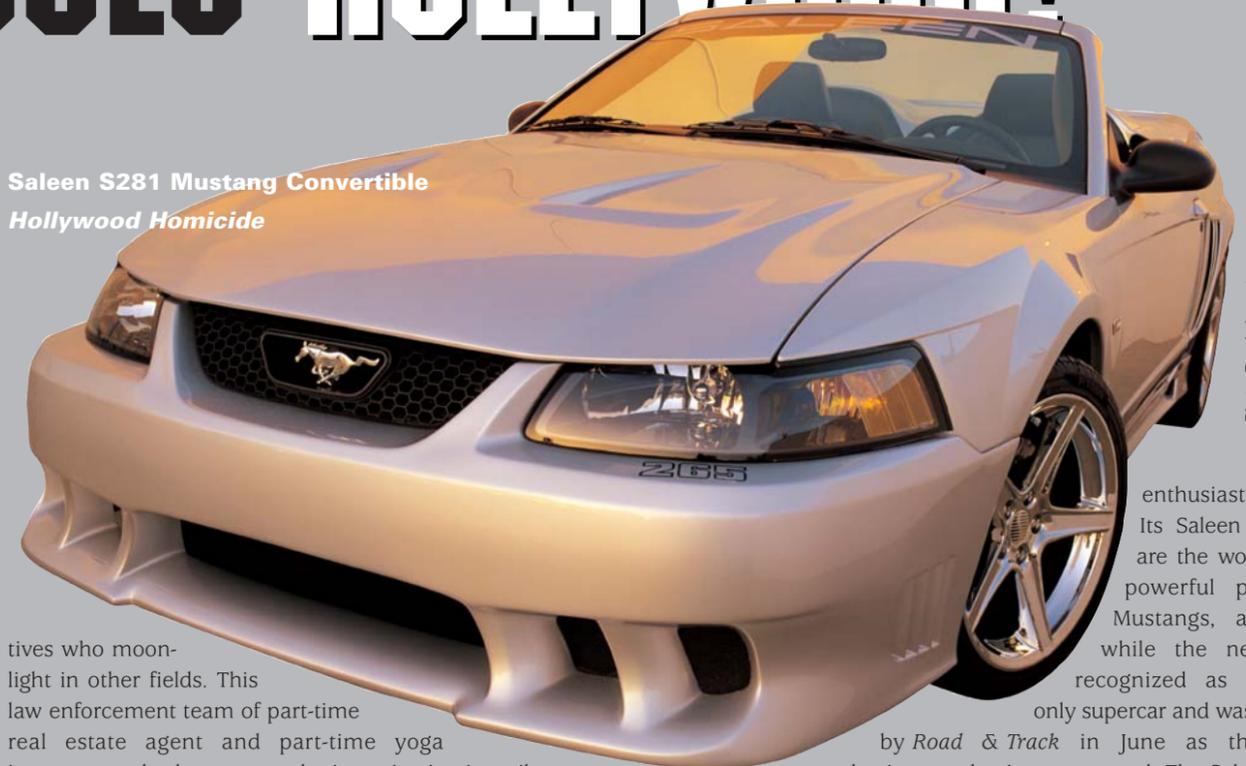


Photo: Randy Lorentzen

tives who moonlight in other fields. This law enforcement team of part-time real estate agent and part-time yoga instructor embarks on a murder investigation in a silver Saleen S281 supercharged convertible. Some consider the chase scene to be of the same caliber as the Steve McQueen classic, *Bullitt*. Hartnett and Ford have also had some fun on late-night TV, insinuating cause, effect and responsibility for some crash scenes that went not exactly as scripted.

Celebrating its 20th anniversary in 2003, Saleen is a widely recognized niche manufacturer of high-performance American

enthusiast vehicles. Its Saleen Extremes are the world's most powerful production Mustangs, at 445hp, while the new S7 is recognized as America's only supercar and was reviewed

by *Road & Track* in June as the fastest production car they've ever tested. The Saleen S7 has done well at the track, as well, winning eight GTS championships in its first two years of competition.

And speaking of milestone birthdays, as Ford celebrates its 100th by producing their own Ford GT supercar, based on last year's GT40 show car (see *Arizona Driver*, Nov/Dec '02), Saleen has been commissioned to assemble it for Ford, beginning this summer. Stay tuned... we expect to revisit this project! ■

**SALEEN**  
**20**  
**1983-2003**

Saleen S7  
*Bruce Almighty*



## VISITING SALEEN

What a way to beat the heat and crank it up at the same time: next time you're in southern California... heck, *this is worth a special trip!*... you might want to see where the stars live. No, not Brad or Jennifer... Saleen World Headquarters offers tours twice a week in the afternoon, a chance for you to see the famous S7 and Mustang production lines, as well as other manufacturing aspects. These tours are free of charge and can last between 45 minutes and an hour and a half. We recommend you call and notify the folks at Saleen of your plans before you arrive.

## 7TH ANNUAL CAR SHOW PRESENTED BY SALEEN INC. AND SOEC

**Saturday, September 13, 2003.** Entries include a full panoply of Mustangs, Saleen Mustangs, SVT Mustangs, SVT and other high-performance Ford pickups, Focus and more. Trophies! Entertainment! Prize drawings!

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