Black-and-Gold....Lookin’ Bold...This sleek Mustang GT-350 has become a legendary muscle car due to its unique heritage as part of a fascinating fleet of high-performance “rent-a-rides”. In 1965, Peyton Cramer of Shelby American, Inc. decided to approach the Hertz car rental company with the concept of renting high-performance GT-350’s to their customers. Research indicated that Hertz had manufactured their own cars in the late twenties, and they were painted Black-and-Gold. Hertz had just established the “Hertz Sports Car Club”, and the Shelby proposal was received most enthusiastically, and 1,000 special 1966 GT-350’s were ordered.

Twenty years ago, a driver’s license that proved you were 25 years old, your Hertz Sports Car Club card, and seventeen dollars put you in the driver’s seat, and the folks at Shelby-America made sure that you would enjoy the ride of your life. The earliest GT-350’s were primarily 1965 model cars equipped with four-speed transmissions, override traction bars, and the unique Hertz paint scheme. A special master cylinder was fitted to reduce pedal pressure, and the speedometer was fitted with cables that could not be disconnected easily. These were brazenly fast machines for anyone accustomed to the typical rental car, and tales persist to this day of motors being temporarily removed from a rented GT-350 to power a racing GT-350.
BODY ASSEMBLY

A

- 60 WINDSHIELD CLEAR
- 61 REAR WINDOW CLEAR
- BODY GLOSS BLACK
- ★40 REAR VIEW MIRROR CHROME
- ★52 TAILLIGHT BEZEL CHROME

B

- ★91 GAS CAP CHROME
- 66 SIDE-WINDOW CLEAR
- 67 SIDE WINDOW CLEAR
- Transparent Red
- Silver
- Silver
- LL

NOTE: APPLY DECAL (LL) BEFORE ATTACHING GAS CAP (∗91)