



POSTAL NEWS

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Richard Petty Dedicates Muscle Cars Forever Stamps *Limited-Edition Stamps Celebrate High-Performance Cars from the '60s and '70s Era*

High-resolution images of the stamps are available for media use only by emailing: mark.r.saunders@usps.gov.

DAYTONA BEACH, FL — Raw power has a stamp of its own today as seven-time NASCAR National Champion Richard Petty helps dedicate the America on the Move: Muscle Cars Forever stamps.

Petty, his son Kyle and Postmaster General Patrick Donahoe together dedicated the limited-edition stamps at the Daytona International Speedway where “The King” won a record seven Daytona 500 Championships.

Typically equipped with big, powerful engines, these high-performance vehicles began roaring across America in the 1960s. The limited edition stamps feature five iconic muscle cars: the '66 Pontiac GTO, the '67 Shelby GT-500, the '69 Dodge Charger Daytona, the '70 Plymouth Hemi 'Cuda and the '70 Chevelle SS.

“The Muscle Cars stamps celebrate an exciting era in American automotive history,” said Richard Petty. “These examples of raw power bring back fond memories for me and my family, a testament to how aerodynamics transformed racing. I’ve been around racing and muscle cars all my life. These stamps bring back the memories of our racing heritage in the ‘60s and ‘70s. This is a great way to share our stories, old and new, about the Petty history in racing.”

“The muscle cars gave everyday Americans the opportunity to experience the rush of driving a

fast, powerful car,” said Postmaster General Patrick Donahoe. “Just looking at the stamps evokes a feeling of speed. As Forever stamps, they’ll always be good for mailing a First-Class letter anytime in the future. And when you think about it, that’s fitting. Because these stamps—just like the great cars they represent—are timeless.”

The Muscle Cars Forever stamps are the third issuance in the America on the Move stamp series. The artwork was created by Tom Fritz of Newbury Park, CA, under the art direction of Carl T. Herrman of North Las Vegas, NV. Other issuances in the series, [‘50s Sporty Cars \(2005\)](#), followed by [‘50s Fins and Chrome \(2008\)](#), were the work of artist Art Fitzpatrick of Carlsbad, CA.

The [Muscle Cars stamps](#) are being issued as Forever stamps in self-adhesive sheets of 20 (four of each design). Forever stamps are always equal in value to the current First-Class Mail 1-ounce price.



1966 Pontiac GTO

The Pontiac GTO ushered in the American muscle-car era in the mid-1960s, just as the first baby boomers began to come of age. The first GTO was born when engineers dropped a 389-cubic-inch V8 engine, which was built for a full-size sedan, into an intermediate-size Pontiac Tempest LeMans. Initially offered simply as an option on the Tempest LeMans, the GTO — which in Italian stood for Gran Turismo Omologato, or in English, Grand Touring Homologated — became its own model in 1966.

Available as a hardtop, coupe or convertible, the 1966 Pontiac GTO was equipped with a standard 335-horsepower V8 engine. The “Goat” could really move. In tests, it went from 0 to 60 mph in 6.8 seconds. It also looked much different than its predecessors. Starting in 1966, the car featured curvy Coke-bottle styling and a split grille.



1967 Shelby GT-500

Manufacturer Carroll Shelby’s take on the Ford Mustang reflected his roots as a race car driver. The 1967 Shelby GT-500 was powered by a 428-cubic-inch, 355-horsepower Police Interceptor engine. The car also featured a rear spoiler and optional dealer-installed LeMans stripes. Rocker

panel stripes came standard on the 1967 Shelby GT-500, which also sported grille-mounted headlights. A scooped fiberglass hood, extended nose, and interior roll bar and shoulder harnesses further enhanced the race car feel.

The 1967 Shelby GT-500 was more than just a racer. The improved suspension softened the ride, resulting in a vehicle that was comfortable to drive on the highway as well as on the track. The car was both striking and rare; only 2,048 were built. A customized or original version of the 1967 Shelby GT-500 has appeared in contemporary movies and magazines, rekindling American pop culture's fascination with the model. In 2007, Ford reintroduced the Shelby GT-500 into the Mustang model lineup.



1969 Dodge Charger Daytona

The outrageously styled 1969 Dodge Charger Daytona was designed to dominate on the racetrack. The car, which underwent wind-tunnel testing before its release, took the checkered flag at its NASCAR debut in September 1969 at Alabama International Motor Speedway in Talladega. The production version of the car was powered by a standard 440-cubic-inch, 375-horsepower Magnum engine. A limited number of Daytonas also were available with a 426-cubic-inch Hemi, a race-inspired engine Chrysler introduced earlier that decade. Chrysler first used a version of the Hemi — a high-performance engine with hemispherical combustion chambers — in automobiles in the 1950s.

Concealed headlights, fender-mounted scoops, a nearly 2-foot tall, rear-mounted wing and an 18-inch nose piece helped boost aerodynamics. Other signature touches were thick body stripes containing the word "DAYTONA." The distinctive vehicles were not easy to come by. In order to qualify for NASCAR racing, at least 500 Daytonas had to be made available for purchase. Only 503 were produced.



1970 Plymouth Hemi 'Cuda

The 1970 Plymouth Hemi 'Cuda, a performance-oriented alter-ego of the standard 1970 Plymouth Barracuda, oozed power. The car's 426-cubic-inch Hemi engine was a 425-horsepower beast. The car was part of what Plymouth called "The Rapid Transit System." The 1970 Plymouth Hemi 'Cuda was "our angriest, slipperiest-looking body shell wrapped around ol' King Kong

hissself," one advertisement bellowed.

One of the 1970 Plymouth Hemi 'Cuda's more audacious features was a Shaker hood scoop, which vibrated as air flowed through to the engine's two four-barrel carburetors. The car's styling was an extension of its bold ethos. It was available in a variety of eye-popping color choices, such as Lemon Twist, Lime Light and Vitamin C. Hockey-stick shaped stripes denoting engine size, a shifter handle shaped like a pistol grip and bucket seats also were offered. The model also is a rare specimen, as fewer than 700 were produced.



1970 Chevelle SS

With features like optional twin racing stripes, the 1970 Chevelle SS looked fierce. SS stood for Super Sport, a fitting designation for this power car. A 396-cubic-inch engine was available, but a 454-cubic-inch engine option gave the 1970 Chevelle SS credibility among muscle car enthusiasts. Two versions of the 454 engine were available: the 360-horsepower LS-5 and the 450-horsepower LS-6. For its sheer power, the latter has become legendary among car buffs.

The LS-6-propelled 1970 Chevelle SS was enough to finish in the 13-second range in quarter-mile tests. Optional Cowl Induction, a flap on the bulged hood that allowed cold air to flow into the engine, added even more kick. In addition to its impressive road performance, the 1970 Chevelle SS also was known for its unique style. Available as a coupe or a convertible, it featured a black grille and SS emblems on both the grille and the rear bumper.

Customers may view the America on the Move: Muscle Cars Forever stamps, as well as many of this year's other stamps, on Facebook at [facebook.com/USPSStamps](https://www.facebook.com/USPSStamps), on Twitter [@USPSstamps](https://twitter.com/USPSstamps) or on the website *Beyond the Perf* at beyondtheperf.com/2013-preview. Beyond the Perf is the Postal Service's online site for information on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

Ordering First-Day-of-Issue Postmarks

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at local Post Offices, at usps.com/stamps or by calling 800-STAMP-24. They should affix the stamps to envelopes of their choice, address the envelopes to themselves or others and place them in a larger envelope addressed to:

Muscle Cars Stamps
Postmaster
500 Bill France Blvd
Daytona Beach, FL 32114

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by April 22, 2013.

Ordering First-Day Covers

The Postal Service also offers first-day covers for new stamp issues and Postal Service

stationery items postmarked with the official first-day-of-issue cancellation. Each item has an individual catalog number and is offered in the quarterly *USA Philatelic* catalog, online at usps.com/shop or by calling 800-782-6724. Customers may request a free catalog by calling 800-782-6724 or writing to:

U.S. Postal Service
 Catalog Request
 PO Box 219014
 Kansas City, MO 64121-9014

Philatelic Products

Seven philatelic products are available:

- 470506 [Muscle Cars uncut press sheet](#) — a unique way to showcase an exciting era in American automotive history and perfect for framing, this 36.25-inch x 12.6-inch press sheet with die-cuts contains 10 sheets of 20 Muscle Cars Forever stamps positioned five across by two down. Maximum order 5. \$92
- 470508 [Muscle Cars uncut press sheet](#) (without die cuts). Maximum order 5. \$92
- 470510 [Muscle Cars Digital Color Postmark Keepsake](#) — Teeming with horsepower, this collectible package includes a sheet of 20 Muscle Cars Forever stamps and a set of five number 6 envelopes — each with a different, affixed Muscle Cars stamp and a First-Day-of-Issue color postmark. \$17.95
- 470516 [Muscle Cars First-Day Cover](#) — Rev up your collection with this dynamic set of five first-day covers. Each number 6 envelope features a different affixed Muscle Cars Forever stamp and a First-Day-of-Issue black pictorial postmark. \$4.50
- 470530 [Muscle Cars Ceremony Program](#) — Celebrate an exciting era in automotive history and the Muscle Cars Forever first day of issue with an official ceremony program and cover. The full-color, custom-designed program features the first-day ceremony agenda and participants on one side, with a narrative about these iconic cars and the stamp designs on the reverse. \$6.95
- 470524 [Muscle Cars Framed Stamp Art](#) (silver matt w/stamps) — Roar down memory lane with this ready-to-hang artwork that displays a sheet of the 2013 limited edition Muscle Cars Forever stamps. The dynamic stamp designs depict five iconic muscle cars: the 1966 Pontiac GTO, the 1967 Shelby GT-100, the 1969 Dodge Charger Daytona, the 1970 Plymouth Hemi 'Cuda, and the 1970 Chevelle SS. The Muscle Cars Forever stamps are the third issuance in the America on the Move stamp series. The stamp artwork was created by Tom Fritz under the art direction of Carl T. Herrman. This 13" x 14" art features a silver mat, chrome-colored frame, non-breakable plexi-glass to protect the stamps, and a dust cover on the back. A saw tooth hanger is installed on the back for easy wall display. \$39.95
- 470525 [Muscle Cars Framed Stamp Art](#) (car sketch collage mat w/stamps) — Roar down memory lane with this ready-to-hang artwork that features a sheet of the 2013 limited edition Muscle Cars Forever stamps. The dynamic stamp designs depict five iconic muscle cars: the 1966 Pontiac GTO, the 1967 Shelby GT-100, the 1969 Dodge Charger Daytona, the 1970 Plymouth Hemi 'Cuda, and the 1970 Chevelle SS. The Muscle Cars Forever stamps are the third issuance in the America on the Move stamp series. The stamp artwork was created by Tom Fritz under the art direction of Carl T. Herrman. The 13" x 14" art is comprised of a mat bearing a collage of muscle car sketches, chrome-colored frame, non-breakable plexi-glass to protect the stamps, and a dust cover on the

back. A saw tooth hanger is installed on the back for easy wall display. \$39.95

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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For reporters interested in speaking with a regional Postal Service public relations professional, please go to <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for seven years and the fourth Most Trusted Business in the nation by the Ponemon Institute.

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