



FAQ | SPEED33 | 10/28/2009

Speed33™ - Frequently Asked Questions (FAQ)

Q. How much is the body, and how do I reserve one?

- A. The base body package is \$27,000. A \$5,000 deposit will hold your place in the production order, with a confirmation letter from American Speed with the assigned body number. Deposits can be made by check or credit card, call us directly at 734.451.1141 for phone-in orders. Or fax us at 734.451.1142.



Q. How long do I have to wait to get one?

- A. We build all orders to your specifications, with only the most common body configuration in stock. We have the process down to a well proven systems, so the average lead-time is about **2 or 3 months**. No waiting years here, we want you driving before then!

Q. What does the Speed33™ body come with?

- A. The body is a complete shell from firewall through decklid including full convertible top in a choice of three standard colors (black, beige and navy) with full weather seal package; doors hung on hidden hinges with latches and loaded with power side windows (curved tempered glass); full front windshield assembly with curved laminated glass, stainless steel frame and cast stainless windshield stanchions; heavy gauge floor with transmission cutout; '32 design inspired removable instrument panel; and optional chassis wedges for use in stock-height/full-fendered builds.



Q. Do you have a starter Speed33 kit?

- A. Yes, we do now! You can buy the all new stamped steel body without the convertible top, front windshield and glass, and side glass with motors for under \$20,000! Those items are all available separately for later purchase and install. Think of this as the setup to go racing with!



Q. Where is American Speed Company located?

- A. Detroit, Michigan. We have recently moved to a new building where we can stretch out a bit more.

American Speed Company
45355 Helm Street, Suite B
Plymouth, Michigan 48170
(Suburb of Detroit)
Phone: 734.451.1141 Fax: 734.451.1142



Q. Where are the Speed33 bodies made?



- A.** Right here in Motor City - Detroit, Michigan. The bare panels are stamped here, welded here and assembled here. The convertible top pieces are all made in the US. 95% of the components used are made within a 40-minute drive of our facility. Designed in the USA, Fabricated in the USA and Made in the USA.

Q. Will the body fit on a stock '33 frame?

- A.** Yes, the body has been designed to fit the body hole alignment and curvature of a stock 33/34 chassis frame. American Speed is also proud to announce the availability of a chassis that has been designed specifically for the Speed33™ body. This chassis takes advantage of the channeled body setup to re-work the side and top views to marry the body and chassis in a beautiful form. Chassis are available with all types of suspension choices and drive train mounting setups.



Q. Is the body the same as a stock '33?

- A.** Yes and No. Although the body is the same as a '33 in silhouette with similar proportions and fits the same chassis, the bodies differ in structural construction, door sizes and the convertible top mechanism with full tonneau concealment. Whereas the original body designed used some of the body panels as structure, the Speed33™ is built upon a full steel substructure throughout the body, on which the body panels are mounted. This body construction allows the body to be much more rigid than the original, reducing squeaks and rattles, while better tying the body to the chassis and allowing the suspension to do its work.

Q. Are dealerships available?

- A.** Yes, if you are an existing hot rod parts supplier and would like to add the American Speed Company line of products to your showroom, please contact our main office and ask for the Dealership Coordinator. 734.451.1141.

Q. Does the Speed33™ have a roomy interior?

- A.** Absolutely, by using our expertise in convertible design, we have made an all-new convertible top that requires less room when stowed, allowing longer and wider cockpit resulting in much needed leg, hip and shoulder room – a full 4" wider than a '32, and longer interior room than a stock '33. We've also made the interior easier to get in and out of, by stretching the doors longer, with a full 75-degree door opening hidden hinge setup. The front floor pan is available in a mild dropped floor for fenderless builds and deeper drop for fendered builds.

Q. Is the instrument panel removable?

- A.** Yes, the instrument panel is held by a series of fasteners for easier building. Once the build is complete, the fasteners may be removed for permanent mounting via welding if so desired.

Q. What does the firewall look like?

- A.** Unlike the original '33 with its large cowl wings intruding into the engine bay (Henry didn't have big blocks in mind in '33), we have trimmed the wings back to reduce the amount of intrusion into the engine bay, while balancing the need for sufficient toe space. Stamped from 2mm heavy 13.5 gauge steel, the firewall is a single piece, spot welded along its perimeter to the cowl, with a nice Deco inspired embossed design at the top to differentiate the body as a Speed33™.

Q. Will the body work with or without fenders/running boards?

- A.** Yes. The body has been specially design with a 1-3/4" wedge channel at the front of the body such that in fenderless form, the body and chassis work well together in the design. If running full fendered treatment,



builders can utilize the specially designed tapered spacers, which return the body to stock height and attitude for proper fender and running board geometry.

Does the body come with fenders or hood?

- A. No. Although the body has been designed to work with stock fenders, running boards, gas tank cover, and hood top, these parts are available separately in builder packages. American Speed has been working with Rootlieb Hoods to offer hood sets specially designed to work with our body in matching the side character lines.



Q. What will be available in “builder packages”?

- A. Yes. The bodies are available with chassis, grille, gas tank, seat, roll pan, door handles and more. Working with qualified manufacturers already in the market, we offer packages of additional metal body pieces, custom tailored for you. A list of options is provided on the order form.

Q. How will the body be shipped?

- A. The body will be mounted to a body buck with casters for easy shop mobility and handy storage. The bodies are sold FOB American Speed, Plymouth, Michigan. We welcome you to pick it up here at our shop so that we can spend some time familiarizing you with the body and chat about hot rods. If you need assistance with arranging shipping, we can help identify commercial shipping companies that are used to handling our products. Typical shipping estimates are around \$1600 or more to each coast, less for closer.

Q. What colors are available for the convertible top cloth?

- A. Using the industry best Hartz brand Stayfast® materials, the standard top colors available are Black, Beige and Navy Blue. Other custom colors are available on a special order basis.



Stayfast® is a registered trademark of The Hartz Corporation

Q. Will E-coating be available as an option?

- A. Yes. A full body and closures E-coating treatment is available for \$2500. The entire body is submerged in a four-phase process that cleans, treats and plates the body with an electrically deposited surface treatment encapsulating the entire metallic surface – inside and out. The pieces are specifically angled when submerged to allow air bubbles to escape. We also offer a reduced package where only the exterior closures (doors, tonneau and decklid) are coated for \$1,000.

Q. How are the tops different from what is currently on the market?

- A. Current hot rod convertible tops require assembly for use each time, are only removable as a complete piece (rigid), and/or require unsightly protruding mounting hardware when not in place. The Speed33 is designed with a full OEM spec manual convertible top, designed by engineers with over 40 years in vehicle roof systems.

Q. What are the details of the front windshield assembly?

- A. The windshield glass is a curved laminated glass assembly (front windshield spec) tinted Solex green (OEM color). The glass is surrounded in a custom stainless steel frame bent from sheet stainless to form the frame channel. The frame is polished to a high luster before being pre-assembled before shipment. The windshield stanchions, “A posts”, are an investment casting from 303 stainless, and similarly polished to a high luster. The A posts mount within the cowl area to the cowl substructure to minimize the dreaded convertible “cowl shake.”

Q. What components does American Speed offer to help with my build?



A. We have been developing an entire line of accessories that will help your build – including interior trim panels, door handle kits, gas tanks, etc. If you have ideas you would like to see – let us know. We'd love to try out the ideas and figure out what components are needed to then share with each of you building.

Q. Does American Speed offer turn-key builds?

A. YES. We have a couple finishing up right now, both fenders and non. Absolutely stunning in your favorite colors and detailed your way with our design assistance.



Q. How do you register the body?

A. Although each state is different, most states offer registration of an “assembled vehicle title” listing the components purchased, etc. Other states may offer titling in the year that the car resembles, so consult your local DMV for information pertaining to your build and state.

Q. Have we thought of everything?

A. Just about. The body design has integrated water management channels to allow any water coming through the panels to be collected, re-routed and dumped outside the body. All components are removable for painting, and key mounting locations are designed for adjustments in X, Y and Z axes.

Speed33™ - Technical and Dimensional Questions (TDQ)

Q. Tell me about the quarter panels – width and radius of curve?

A. The rear wheel wells measure 45” cross car. The radius of the wheel arcs on the quarter panels are 17-18”, so 34-36” diameter. Several customers are using 31” tall tires. Fendered builds typically use a 56” wide rear axle whereas fenderless builds with 58” wide axles have greater flexibility in wheel choices due to backspacing.

Q. What gauge thickness are the metal pieces?

A. The body side panels are stamped from 1.24mm thick cold rolled 1010 steel – 17.2 gauge. The firewall is a heavier gauge, at 2mm thick – 14 gauge, and the floor panels are the heaviest pieces yet – a full 3mm thick – 11 gauge. Additional structural pieces within the body vary from small brackets at 16 gauge, up to key components at a stout 5 gauge.

Q. What are the dimensions of the body on the shipping crate?

A. The body mounted on the shipping crate measures: 4' 8” wide, 9'2” long, 5'6” tall. The crate is currently a wood crate, but we are moving to a full metal crate, with casters at each corner, so that you can use it as a build crate around the shop until mounting on a chassis.

Q. What is the weight of the body on the shipping crate?

A. The body is approximately 800 pounds.

Q. How tall is the windshield?

A. 9-1/2” at the center, 11” at the outer edges.

Q. How much are the doors stretched?



A. Compared to an original roadster, they are approximately 3.5” wider, which puts them right about the same length as an original coupe’s doors.

Q. What transmissions fit the floor hole?

A. We sized the stock floor hole for a small transmission: C4, Turbo 350, etc. Larger or longer transmissions will require cutting the floor for clearance. We offer two styles of fiberglass transmission covers for sale.

Q. What are the door latches?

A. Double-catch bear claw style latches at each door ensure a nice and secure connection to the heavy gauge striker and tapping plate.