





The **American Speed Company** team has funneled their design, engineering and manufacturing experience to create a new concept – the Speed33™. Based upon the 1933 Ford roadster, the Speed33™ applies American Speed Company’s design talents to the same sound principles of style and quality that made the original ‘33 a success with rodders – with a key benefit – more room! Top up or top down, this body is a real beauty!

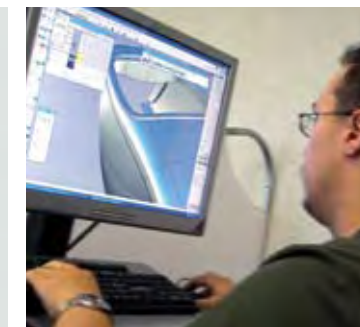
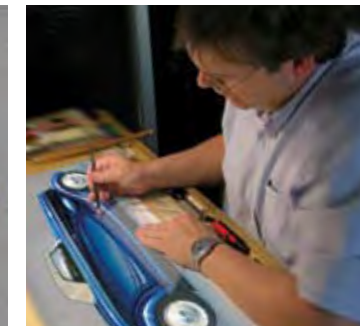
### Speed33™ Development Process

**The Speed33** was designed and developed using the same computer and modeling tools utilized in OEM full-vehicle production development programs: Alias, CATIA V5 and Unigraphics. These tools help to quickly build electronic designs that can be compared to our inspiration sketches and two-dimensional engineering drawings. These time intensive steps are what separate the “back-yard builders” from American Speed Company when it comes to repeatability, quality control, and a well-executed design.

**Design:** The design process began with the development of several themes sketches. Taking artistic cues from three final rendered sketches, the Speed33 then came to life in a series of 2-dimensional line drawings. Utilizing the classic approach of engineering on paper, each component was designed and evaluated as it took shape. These drawings evaluate the “stack up” of components as they interact with each other. Once the design is outlined in 2-dimensional format, its time to “get it in the tube” and into 3-dimensional CAD format.

**Engineering:** The surface of the Speed33 was created from a combination of scanning and measuring existing original ‘33 and ‘34 roadsters and cabriolets; foam modeling and printed reviews. With the panels stamped in 1.24mm thick steel, it is important to maintain the proper body character lines and reveals that make a ‘33 a ‘33. These processes are verified by taking the entire “math model” and sending the data to the computer controlled mill. Cutting in a large series of foam blocks, the guided bit cuts into the block, revealing the design, full scale, with all of the details described in the math data.

**Manufacturing:** With the design “proven” by the milling process, the interior structure was then developed in order to provide a skeleton to support the exterior panels. This well engineered skeleton is what provides the needed rigidity for the front windshield to eliminate flex and squeaks, as well as the suicide door hinges and convertible top mechanism. The interior structure also allows the Speed33 to maintain correct panel gapping, alignment and fitment by reinforcing the entire body from firewall to the rear valence. Utilizing square and rectangular steel tubing, heavy gauge floor panels, and vertical risers in the cowl and cockpit areas, the body is locked together for terrific rigidity. This means the gaps of the doors, decklid and tonneau panel will not change over time due to body flex. Better design leads to better builds.



MANUFACTURED IN  
DETROIT • MICHIGAN • USA



### The only all steel full top convertible 33 on the market!

- Fully integrated OE designed convertible top, stows under a hard tonneau
- Body designed for fenderless and full-fendered treatment
- Heavy 18 gauge steel for the best surface quality and strength
- Curved windshield and power side glass
- Stainless windshield stanchion and frame
- Heavy gauge full substructure for maximum body rigidity
- Full technical development and production utilizing OEM tools
- E-coating corrosion protection package offered





## new school old school... **we break the rules**

at american speed company, grass-roots hot rodding is our passion. hot rods, customs, specials, we understand the fine line that distinguishes a truly exciting enthusiast vehicle. from personalized components to complete vehicle project execution. **the shop is open.**

- **Design:** With a 30 year plus portfolio of successful projects, the American Speed Company team has designed vehicles ranging from '32 hot rod bodies to award winning concept vehicles. Our experience is only matched by dedication to innovative design that honors tradition while improving upon it. Our "steel canvas" approach to vehicle design allows your dreams to flourish, as we work with each customer to develop their project into a full rolling reality.
- **Engineering:** A good design will only become reality with good engineering, that's why American Speed Company relies upon our vast OEM level experience of applying the latest in CAD engineering along with traditional hands-on manual design to all our projects. Engineering our products with today's OEM manufacturing processes and quality standards as guidelines and by utilizing NC milling and water jet cutting equipment, bringing your design to reality only requires a few well thought-out steps.
- **Manufacturing:** Building on experience in mass production, American Speed Company has carried the knowledge and lessons learned and applied them to small volume and one-off production. Utilizing assembly fixtures to guarantee repeatability and maintain quality, each of our products have been designed from the beginning to work within tight tolerances, creating and building quality into every piece. But don't think that we have forgotten about personal craftsmanship, each product is still assembled, joined, inspected and approved by hand.



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