



GENERAL SERVICE BULLETIN

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Dealer 48GS-11
October 1, 1948

To: REGIONS, ZONES AND DEALERS

Subject: THE PACKARD OWNER - TOURIST

We are receiving entirely too many complaints from Touring Owners to the effect that they are being charged for service while the car is still within the Warranty Period. In some instances this has been due to failure on the part of the selling Dealer to provide the Owner with a Packard Owner's Service Card which constitutes his only identification.

The method and procedures for handling Tourists are clearly defined in the Packard Warranty and Policy Procedure Dealer Manual on Page 7, starting with "Packard Service Policy and Owner's Card" and pages 8, 9, and 10, which reads in part:

1. It is vitally important that the Packard Service Policy and Owner's Service Card be filled out completely by the selling Dealer. This will insure proper warranty consideration and prevent any possible misunderstanding for tourists.
2. A tourist is entitled to all the benefits of the Warranty upon presentation of the Owner's Service Card at any authorized Packard Service Station, provided the Owner's Service Card is completely filled in by the selling Dealer and signed by the Owner.
3. No Invoice Should Be Rendered A Touring Owner Covering Warranty Work For The Replacement Of Defective Parts, Mechanical Adjustments or Inspection Coupon Service During The First 90 Days Or 4,000 Miles, Whichever Occurs First.
4. The Touring Owners should be given prompt, courteous attention and the right-of-way in your shop whenever possible to prevent any unnecessary costly delay and to develop owner good-will. In connection with the Tourist policy, make sure the condition you are diagnosing is the one the Owner is describing. The touring Owner is usually completely dependent upon his car and a break-down or failure creates exceptional inconvenience.

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5. Work in connection with paint or similar items which obviously can wait until the Owner gets back to his own Dealer should not be done unless he wishes to have the work done at his expense.

The following procedure will apply on Tourist cars serviced on a Warranty basis by an authorized Packard Dealer.

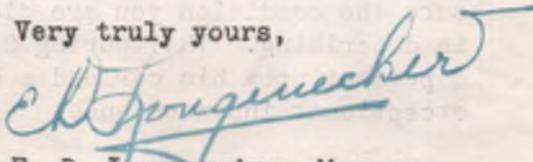
- a. The servicing Dealer will be reimbursed by his Zone at his full labor rate for the replacement of defective parts or mechanical adjustments.
- b. He will be reimbursed for defective parts replaced at his regular Dealer Net.
- c. On the 1,000 and 3,000 mile inspections he will be reimbursed at the established flat charges for these inspections.

In submitting RFA's to his Zone Office for warranty service on Tourist cars, the Dealer will observe the following procedure.

1. The Dealer will enter his claim on a RFA form in the usual way.
2. He will make up and attach a Tourist copy.
3. In the space "Purchased From" he will show the name of the selling Dealer.
4. In the column "Labor Rate" the Dealer will show his full labor rate as recorded in his Zone Office.
5. On 1,000 and 3,000-mile inspections, the Dealer will show the established flat charge in the column "Labor Rate".

Proper cooperation in handling touring owners will build owner confidence in nation-wide Packard service. Every day we receive letters from Owners telling of some courtesy extended or assistance given them while touring by a Packard Dealer. These courtesies increase owner satisfaction and create good-will. Let's all do our share to promote product reputation.

Very truly yours,



E. D. Longenecker, Manager
Parts and Service Department

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