



PACKARD-PHILADELPHIA

1231-39 NORTH BROAD STREET

PHILADELPHIA 22, PA.

SALES *Packard* SERVICE

January 23, 1948

TO: PACKARD-PHILADELPHIA DEALERS

Subject:- Preparation of New Cars prior to delivery -
Instructing owners in the proper operation
of all units and equipment at time of delivery.

A considerable amount of adverse criticism has been received at the Factory from customers - who have just taken delivery of new Packard cars - concerning the condition in which these new cars are delivered.

Most of the criticism could be avoided by following the standard procedure of tightening in general, making sure the operation of the car is standard - paying particular attention to batteries, doors -(for rattles)- lights, brakes and wheel alignment.

You will also probably be surprised to learn that customers have complained to the Factory that the delivering dealer failed to instruct them on the operation of the electromatic clutch, the overdrive, switches on the instrument board, the operation of the convertible top, the method of opening the bonnet and other items of this nature. In short, from letters received by the Factory it would seem that in a great many cases a new car is not properly serviced for delivery.

Of course when such letters of complaint are registered at the Factory it reflects on the dealer who delivered the car and then you, the dealer, and we, the Zone, are in difficulty with the customer right from the start.

We therefore want to emphasize the importance of delivering new cars effectively and to remind you that it is your responsibility to do so. A new car properly serviced before delivery and a customer properly instructed at the time of delivery will go a long way to reduce your policy expense and make for a satisfied Packard owner.

Yours very truly,
PACKARD-PHILADELPHIA

Ask the man who ^{W. H. Quay}
Zone Manager

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