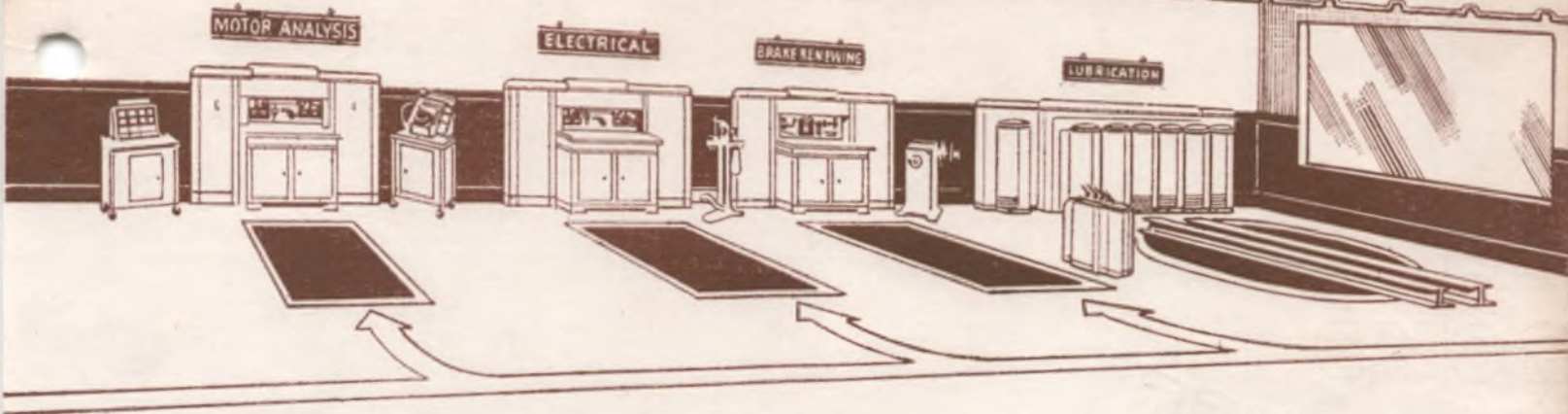


Packard

SERVICE DEVELOPMENT BULLETIN



Dealer 48D-4
February 6, 1948

To: REGIONS, ZONES AND DEALERS

Subject: UNDERBODY PROTECTIVE COATING

Additional service volume may be obtained by selling underbody coating service. It is a service with particular advantages to the customer from the standpoint of car protection and added comfort and pleasure in driving.

Dealers, while considering the advantage of adding such a service, will wish some definite figures on the investment, required cost of the operation, and the possible profits. The attached folder will give them this information along with a source of supply and prices on the equipment required.

Underbody coating material may be obtained through the factory under Packard No. 5342. The equipment referred to in the attached bulletin should be ordered from your nearest Alemite jobber.

Very truly yours,

N. A. Lull
N. A. Lull
Service Technical Manager

NAL:ps

Encl.