

Packard

SERVICE DEVELOPMENT BULLETIN

MOTOR ANALYSIS

ELECTRICAL

BRAKE REPAIRING

LUBRICATION

49D-18 Dealer 11
November 15, 1949

To: ZONES AND DEALERS

Subject: SERVICE DEPARTMENT PROFITS

It Is A Little Later Than You Think -- And A Thinker Is Never Too Late With Too Little!!

Think -- of your regular service customers -- your infrequent service customers -- and -- the Packard owner that doesn't visit you at all.

From the day an owner takes delivery of a new Packard until the day he disposes of that car his service requirements are rightfully yours, and will be, unless you -- put off until tomorrow what should be done today.

Let's look at this realistically -- First - your regular service customer is apparently satisfied -- but let's keep him that way. Second - that fellow that only comes in once in awhile -- why not give him some plus service that will give him the urge to come in oftener.

And third - the owner that you haven't seen since he drove out with his new car, well, he's the fellow you should really concentrate upon.

A friendly telephone call will go over big -- a personal letter -- a visit to his office -- anything -- just let him know you are interested in the performance of his automobile.

We here at the Factory are interested in your welfare and we think you should consider profits for your economic health.

Remember your owners are your donors to the profits you bank from your Service Department.

Let's be early rather than late -- let's take action rather than wait.

Very truly yours,

J. A. Carr
J. A. Carr, Manager
Parts and Service Department

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