



Dealer 47T-28  
November 20, 1947

To: REGIONS, ZONES, AND DEALERS

Subject: RUN-DOWN BATTERIES IN NEW CARS

It appears that a great many new cars have been delivered to customers with partly discharged batteries. Zones will make sure batteries are fully charged before delivery to Dealers. Dealers should make every effort to be sure that all new cars are delivered with fully charged batteries installed. In no case should a car be delivered in which the specific gravity of the battery is below 1260.

When a new car is delivered with a discharged battery, the Dealer is laying the foundation for a dissatisfied customer. The failure of a new car to start not only inconveniences the customer but also embarrasses him. In some instances this oversight on the part of the Dealer makes the difference between a customer who is a booster and one who is not.

Very truly yours,

N. A. Lull  
Service Technical Manager

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