



Dealer 47T-35

To: REGIONS, ZONES AND DEALERS
Subject: CROSS-SWITCHING TIRES

December 19, 1947

It has become apparent that Owners are not having their tires cross-switched at 5,000 mile intervals as recommended in the Packard Owner's Book. Irregular tread wear has always been a problem on front wheels and this condition has become aggravated, apparently due to the fact that Dealer service departments are not following through with this recommendation.

During the war time driving period when this practice became quite prevalent, the regular rotating of wheels and tires periodically did much to reduce the seriousness of this problem and materially lengthened the life of tires.

The regular cross-switching of tires is particularly important now since the new design of "level" tires brought out after the war is equally as susceptible to irregular wear on the front wheels as the previous design. In addition to this, cross-switching has the following advantages.

1. Total mileage of the set of tires is substantially increased. If tires are switched every 5,000 miles, at the end of 20,000 miles each tire will have travelled only 15,000 miles.
2. The spare tire needs to be used and all tires are helped by resting periodically.

The practice of cross-switching all tires should be re-established with your Owners. It is to their advantage from the standpoint of longer wear and greater mileage; it is to your advantage because the service, when properly explained to Owners, creates good-will and this contact exposes Owners to other merchandising activities in your shop.

Very truly yours,

N. A. Lull
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Service Technical Manager