

# PACKARD MOTOR CAR COMPANY

1580 EAST GRAND BOULEVARD-BOX 117

DETROIT 32, MICHIGAN

October 28, 1952

## ZONES AND DEALERS

Gentlemen:

Those of you who attended the recent Announcement Meeting in your area heard brief facts about our newly established Owner & Stockholder Relations Department.

Among other plans for it, we told you that its first merchandising activity would be a new car solicitation to our Packard shareholders. This was developed into the attached material and inserted with the Third Quarter Report just mailed the 104,831 owners of the business: our shareholders.

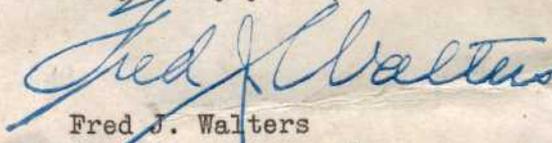
Rather than send them outright pictures of the new 1953 models, the enclosed shows that our plan is to intrigue stockholders into your store by sales strategy in three directions: an outline of our new market coverage, the highspot sales features of the new cars and, finally, a presentation card for a special demonstration after your showing is locally announced.

As each card is brought into your showroom, please be sure to extend the bearer the special attention deserved by his position as one who has invested his funds in our common enterprise.

Because he is naturally pre-disposed to Packard, he represents a preferred prospect who merits your careful local handling. This applies not only to his possible interest in a Packard purchase but also, the influence we can cultivate him to exercise on his friends in stimulating a similar Packard buying interest.

For the best planning of future developments in this important field, it will be also appreciated if you will keep track of shareholder visits, cards received, etc., giving a final count to your Zone Office by December 31, 1952.

Very truly yours,



Fred J. Walters  
Vice President and  
General Sales Manager

FJW:ls



Because the aims and ambitions of the Packard Motor Car Company seem to me as important as its products, I feel that Shareholders will be interested in the basic merchandising plan behind our new 1953 models which will be shortly announced.

Our sales philosophy reflects, in part, the helpful comments from Shareholders themselves. You were good to write me as you did, upon assuming my Packard post as head of your Company. Summed up, I would say your many letters said one main thing:

**Packard needs new vitality in marketing plan and merchandising strategy.**

Those points are the exact bedrock upon which we are basing our program for the new 1953 Packards. They have been designed to help us recapture our rightful larger share of the prestige field so traditional with Packard. At the same time, we have fine new products targeted at broadening our established hold in the medium-price markets.

Stated simply, our new sales policy for the 1953 models covers:

**Quality automobiles in two lines and three price ranges—the "Packard" line in the top price and upper-medium; and the Packard "Clipper" line in the medium-price field.**

Cars with a custom touch will join the famed "Patrician" and brilliant "300" in the "Packard" line: a formal sedan, limousine, 8-passenger sedan and sports designs. Plans call for separate promotion on these dis-

tinguished models to enhance our prestige picture.

Note, too, the restoration of the "Clipper" terminology. The name won wide favor with the pre-War and early post-War motoring public, and "Clipper" today bespeaks a highly competitive car in a popular price-field.

In keeping with the over-all Packard name, you can expect all the new lines to be well designed, soundly tested and finely built. You will find richness predominating in every detail of such new features as:

- **greater horsepower for '53**

*abundant smooth power flow for emergency speed-burst or steady travel*

- **advanced contour styling**

*graceful design that sets a trend the motor car world is copying*

- **sparkling bright interiors**

*luxurious fabrics and rich trim materials harmonized with true color artistry*

- **increased vision area**

*up to 3315.9 square inches of safety or Solex safety glass for horizon-wide vistas*

- **improved ride**

*Packard advances in suspension design yield even greater riding qualities*

- **new Packard power steering**

*a joy to the feminine driver: 80 percent less steering effort, with wheel "feel" still maintained*

- **proved Packard power brakes**

*tip-toe application, with 40 percent less pedal pressure and 29 percent faster reaction*

- **exclusive Ultramatic Drive**

*embodying new Packard improvements for better performance, greater reliability and longer life*

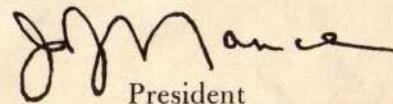
**and many, many more!**

But no verbal description can replace a first-hand inspection. I want you to see, examine and drive these latest bids for greater Packard prominence in the motor car world.

To effect this on the preferred basis which is your right as an owner of the business, we have arranged with your Packard dealer to honor the enclosed card with extra attention upon your visit to him for a special Shareholder's Demonstration.

On approximately November 21, watch for the local announcement of the 1953 Packards in your newspaper. Then call on your Packard dealer and hand him your Shareholder's Demonstration card so that you may see, drive and compare these magnificent new cars for yourself, and influence your friends to do the same.

Very truly yours,

  
President

# A Message

## FROM THE PRESIDENT

October 30, 1952

### *To Packard Shareholders:*

Operating results for Packard during the third quarter followed the pattern that was forecast in our letter accompanying the second quarterly statement. As you may recall, that message was written during the steel strike when its ultimate effect had not been determined. I can now report that the strike caused us to lose complete automobile production for five weeks in July and August. Since the settlement of the strike, our automobile production has been resumed and continued at our scheduled rate without further interruptions. The operating results for this quarter, because of these damaging five weeks, were not profitable, although we were able to close the period without showing a loss due to profitable operations in September.

Net income for the first nine months of 1952 was \$3,094,515 after provision of \$3,356,000 for estimated income taxes. This compared with net earnings after taxes of \$3,091,473 at the end of June, indicating a slightly better than break-even result for the third quarter. Net income for the first nine months of 1951 was \$4,922,876. Since dividends of \$2,233,701 had already been paid in March of this year, it was apparent that earnings for the first nine months did not justify the payment of another dividend at this time. When fourth quarter results can be more accurately ascertained, you may be assured that the payment of a dividend will then be considered.

Working capital at September 30, 1952 totaled \$40,027,269 compared with \$43,199,935 at the end of the second quarter. Further investment in the

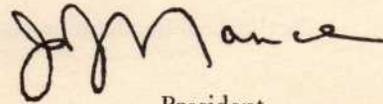
Utica Plant, which is nearing completion, accounted for most of this reduction.

Entering the fourth quarter we have reached a period where for the first time some results of our defense program will become apparent. Meanwhile, following the change-over to new models in the latter part of October, our passenger car production will be at the highest scheduled rate of the year. I believe these factors will give us the best operating results during the final quarter of any during 1952.

Our first formal deliveries of the new light weight Packard diesel engine for the Navy received considerable acclaim in the technical press as a distinct contribution to power development. The jet engine program at the Utica plant is progressing on schedule and shipments are now being made to the Air Force.

May I direct your attention to the enclosed literature outlining facts about our new 1953 models. You will note that arrangements with Packard dealers are being made to assure special courtesies for shareholders to facilitate their inspection of these fine new cars which take full advantage of the public acceptance accorded our contour styling. I hope you will act on my invitation, as enclosed, and urge your friends to do likewise.

Very truly yours,



President

SPECIAL SHAREHOLDER'S DEMONSTRATION



TO PACKARD DEALERS:

This will introduce a Packard Shareholder who has received my special invitation to see and drive the new 1953 Packards when they go on display in your showroom. It will be appreciated if you will grant the bearer every courtesy in a detailed demonstration of our fine new 1953 models.

J. J. NANCE, *President*

PACKARD MOTOR CAR COMPANY, DETROIT, MICH.

PackardInfo.com