

PACKARD DIVISION  
STUDEBAKER-PACKARD CORPORATION  
DETROIT 32, MICHIGAN

February 24, 1955

TO ALL PACKARD DEALERS

Gentlemen:

We all agree that we have a great line of cars for 1955. We have all agreed, too, that the most important thing that we have in our 1955 cars is the Torsion Level Ride, which is a Packard exclusive and customer advantage no one else has. We must get and keep this feature story told to a maximum number of people to accomplish our 1955 job.

The Torsion Level Ride, as a feature, is an innovation in the automobile industry. It is more than another Packard engineering "first." The advertising is being written that will tell people the story dynamically enough to have them come running, knocking on your doors in an effort to buy your product. You must take that, however, in your areas as merely a spring board. You've got to get demonstrations made and have your salesmen beating the bushes.

Right after we introduced the cars, we brought you in the field a story of -- "Selling on Wheels" -- how the Torsion Level Ride would help you sell cars in greater volume in the field and, secondly, help you make more profit per deal. We also, at that time, made available to you the "Torsion Level Ride" film, which many of you have purchased. This film can serve many purposes.

From what we have told you over the past few months, we feel that unless you get this story across to groups of people in your area, you are not doing a complete job. Your civic, fraternal organizations and P.T.A. groups welcome films such as our "Torsion Level Ride" and "A New Concept of Power," both of which we have made available to you. Your job is through your local connections to get the story across.

We have checked the field and are somewhat concerned that the real Torsion Level Ride story is not being told properly by our retail salesmen. You, as a dealer, are not sure of what your salesmen are saying on a demonstration by virtue of the fact that you cannot be present. We are taking the final steps needed by furnishing the enclosed kit to provide you, as a dealer, and your salesmen with the tools to make sure that our story is being properly told and that our products are being adequately and enthusiastically demonstrated.

At the time we had our Training Meetings, we showed a silent film depicting a typical demonstration route. At that time, you agreed that this was a valuable tool to a dealer to test at sales meetings a salesman's ability to present and sell the Torsion Level Ride as a vital part of our '55 car. We have made this film available for you at a price of \$25. We know of no better way to hold daily sales meetings and make sure that your salesmen can tell the Torsion Level Ride story properly by taking the proposed script and studying the "Selling on Wheels" manuals and converting the language to his own. You can only be sure that he is capable of doing this when you use this film and have him, the salesman, tell the story, as the film unfolds, in public with you and the other salesmen as audience and prospective customers.

Don't sell this demonstration short. It is the crux of our entire success. We have something in the Torsion Level Ride that no one in the industry has. It must still be told and sold. Study the "Selling on Wheels" manuals. Make sure your salesmen do likewise. Check them with the film. Check them in an actual demonstration ride. Then and only then can you be sure that you are being honestly represented during that vital part of a sale that spells the difference between high and low net profit to you, Mr. Dealer.

Very truly yours,

  
J. A. Connor  
Sales Promotion Manager

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enc.

PREPARATION: STEPS TO BE TAKEN PRIOR TO DEMONSTRATION

1. Know route to be used and be sure it is a qualified run to prove all points you have or plan to make concerning Torsion Level Ride and horsepowerplus ease of handling.
2. Know your demonstrator -- be sure it is in perfect running order, clean, gassed up and above all immediately available. Your Service Manager should check the demonstrators regularly inasmuch as he is better qualified to uncover any mechanical deficiencies in these all-important tools.
3. Check your own equipment, your Sales Manual, literature, order forms, leases, finance table and most important your ability to fluently present the Ride, Horsepowerand the car generally as well as all features in a concise and authoritative manner.
4. Be sure to hand customer "Ride" folder and "Judge for Yourself" folder if it is necessary to leave him (or her, or them) alone while you get demonstrator to front door. Point out at this point that he is going to experience a new sensation. In short, as you leave the prospect do so on a note that will, through use of these two booklets, control his or their thinking along your lines -- not on things irrelevant to your selling them a new Packard or Clipper. Where we refer above to that period of time when you leave the customer alone, we suggest that this is a time when you should quickly get some indication from your appraiser as to the approximate value of the car the prospect is driving. Here again, this "Judge for Yourself" folder serves as a thought provoker to cover these few minutes you need to accomplish this all-important appraisal.

5. As you approach the car at the curb, your obvious cue is to begin immediately your product selling job. You start here by pointing out the Packard "Out Ahead Styling." Remember here that styling and beauty are a motivating factor in the final purchase of most automobiles -- start your conversation in your own words something like this!

Now, Mr. Jones, while I make arrangements for the appraisal and get my hat I would like for you to look over this little folder. We call this our "Judge for Yourself" folder as it will give you an idea of the new kind of ride you are about to experience (Hand him "Judge for Yourself" folder).

#### APPROACHING THE CAR

Mr. Jones, let's stop here for a moment. I want you to get a good look at the new beauty we have captured in our new '55 Packard. Styling that is with the modern trend but out ahead just enough to be the leader.

The color of this car is amethyst -- one of our 17 gem tones. These tones and our bright chrome, when used in combination, compliment each other like diamonds and rubies in the necklace at the throat of a beautiful woman.

Now if your wife were here, Mr. Jones, she would have her eyes on the beautiful lines of this car -- the smartness and long, low silhouette will fit naturally in the driveway alongside the finest home.

#### LEVEL THE LOAD

Before we get in the car, Mr. Jones, let me demonstrate one of our exclusive features that everyone is talking about -- our automatic load-levelizer. I will step on this corner of the rear bumper. You step on the other and you watch what happens. Down goes the corner as with any car -- then in less

than seven seconds the electric brain decides that this is a permanent condition during this trip so -- up comes the weighted corner to provide a naturally level ride. You don't have to distribute your passengers in a Packard, by weight or size -- there is room for all, any place in the car, and the load-levelizer will take care of the "heavy weight" and the "light weight."

### SEAT ADJUSTMENT

How do you like the feel of this seat? Is it adjusted right for you? Take a look at this attractive and convenient instrument and control panel. Everything you might need -- and all placed with the safety and convenience of you, the driver, in mind. But, let's get on the road.

I will drive over some rather extremely rough streets and roads, because I want to help you to "Judge for Yourself."

### DRIVING FEATURES

You want a car that is easy to handle in today's heavy traffic. Our vista-vision windshield and big side and rear windows give you complete visual control at all times. The finger-tip power steering and toe-touch power brakes give you instant and positive direction and motion control -- and notice when I step on the gas how easy we slip in and out of tight traffic spots. In fact, you drive our new Packard in heavy street traffic more easily than walking through downtown sidewalk traffic.

Did you notice that level -- no pitch -- stop when I touched the brakes for that street? That is just one place where our Torsion Level Ride will make driving safer for you and your family and eliminate fatigue.



You said that Mrs. Jones drives the car. She will feel completely confident when driving this car in traffic -- and many women drivers have told me that driving most conventional cars is a real strain on their nerves. This new Packard handles so easy it is almost like a tonic just to drive it.

I am making both right and left turns to let you see how easy the car steers. You can also feel how the sway bar and roll bar, which is a built-in part of the Torsion Suspension, holds the car level at all times.

You don't fight to stay upright in the new Packard -- you just sit relaxed -- our engineers had your riding comfort and safety foremost in mind when they designed this all-safe, all-convenient, all-comfort, new concept of motoring perfection.

#### PARKING

Here is a parking space -- so let me show you how easy you can park this big automobile in a small space. With our short turning radius, power steering and complete view in all directions you simply guide the car into place -- parking a Packard is as effortless as a wish -- there is none of that old-fashioned physical see-sawing or tugging and pulling.

#### ENGINE POWER

Now let's swing out into this open highway for a few minutes where I can let this new V-8 whisper-smooth motor show you what it means to have the world's greatest horsepower under the hood at your beck and call -- not for fast driving alone -- although the new Packard will really get out and go (Refer to Endurance Run) -- but for the maximum in driving in controlled power. I want you to notice two other features of the new Packard -- our new Twin Ultramatic Transmission and the Torsion Level Ride at higher

I believe you said you did considerable driving -- is that correct? Then such features as our big thick foam rubber seats and super-safe tubeless tires are important to you as they make those long drives less tiring and far safer.

I will slip around some of those cars ahead to let you feel the "get up and go" -- the spectacular acceleration from low speeds. This is an important feature when driving along most highways today. That is the passing surge power when you need it.

#### TORSION LEVEL

You have probably driven out along this road many times, Mr. Jones, but have you ever had the ribbon-smooth feel you get from our Torsion Suspension? I will show you a diagram in a few minutes that explains how this exclusive feature, the Torsion Level Ride, produces such an unbelievably level ride under all conditions.

#### SMOOTHS THE ROAD

And now we will give the Torsion Level Ride a real test. This is the roughest road I could find and one you probably would never drive over. As we roll along, notice how my steering wheel gets none of the shocks from the chuck holes. Regardless of how our wheels bounce up and down, we ride over the rough spots -- smoothly and with no pitch or roll.-- giving you maximum control at all times under any conditions.

Well, what do you say -- I'm sure you'll agree Torsion Level Riding measures up to all you have heard about it. Doesn't it?

We will pick up a hilly stretch of road on the way back to town and you can get some idea of the pep you have with our free breathing, 4-barrel

carburetor. When you step on the gas -- it's right there -- and is fed to each of the 8-cylinders efficiently and economically. This means for greater mileage per gallon than you would believe possible with a big car.

### BRAKES

As we go down this hill, I will touch the brakes a few times to let you feel the real holding power of our over-size brakes.

### THE CUSTOMER TAKES OVER

I will pull over here and let you get that thrill I promised when we were back at the showroom -- the thrill of driving this new Packard.

### TWIN ULTRAMATIC TRANSMISSION

Let me explain our new Twin Ultramatic Transmission and then you are ready to go.

I will move over now and you can take me for a drive in your new Packard

(The smart salesman keeps his eyes and ears open while the prospect is driving as many clues to the special interest of the prospect can be noted during their next few minutes. A smart salesman now starts a quick study period, mentally taking notes as to what this prospect actually wants in an automobile.)

When we come to a quiet spot, if you will pull over and park for a few minutes, I would like to explain some of the mechanical features that are inside where they can't be seen. I will also tell how we can get



together on your great new Packard.

(You should read and study the "Selling on Wheels" manual. Rehearse it with the film so that you become proficient in presenting the features of the '55 Packard cars at the right time during the demonstration ride.)

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