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PACKARD MOTOR CAR COMPANY**DETROIT MICHIGAN**

December 23, 1929

To PACKARD DISTRIBUTERS AND DEALERS

Subject SUPER TIRES

TO BE NOTED AND INITIALED BY

Gentlemen:

Several Distributers have written us, asking about the comparative merits of the so called "super tires" which are being sold by some tire manufacturers on the primary basis that they will outlive the car and that they are not susceptible to punctures.

The only argument which can be advanced in favor of "super tires" is their increased resistance to puncture. Pneumatic tires are used on motor cars primarily to eliminate road shock and to obtain a high degree of cohesion with the road surface. These results are best obtained in the form of low pressure tires of the type which we supply as standard equipment on Packard cars. In the present state of tire development, they represent the best possible combination of riding qualities, roadability, weight and economy of operation.

The so called "super tires" give a very bad riding result - in fact they produce the firm jolting effect of solid rubber tires. In addition, the roadability of the car is adversely affected, particularly at the higher speeds. In the case of the 6 inch tire, the weight increase over our standard tire is approximately 40 pounds for five tires; on 6½ inch tires, 65 pounds; on 7 inch tires, 75 pounds. We do not want to add any more weight to the car than is absolutely necessary because that affects its general activity.

From the point of view of economy of operation, a "super tire" does not necessarily represent tire economy. Its cost per mile of service is probably greater because of the high initial cost. Gasoline consumption is increased due to the added weight, particularly the added unsprung weight which must be accelerated when increasing car speed. Obviously, performance is unfavorably affected by this increased unsprung weight.

I am calling your attention to these facts because we are very anxious that your customers obtain from our cars the best general result with regard to performance and riding comfort and, in our opinion, the "super tire" has a detrimental effect on both.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. G. Vincent
Vice President of Engineering

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