

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

September 13, 1934

TO BE NOTED AND INITIALED BY	

To
PACKARD DISTRIBUTERS AND DEALERS

Subject
REGISTRATION OF VEHICLE DELIVERY CARDS

Gentlemen:

Beginning with the deliveries of the Twelfth Series cars we intend to send a letter from the Factory to the new car buyer, signed by the Sales Manager. This letter, a specimen of which is attached, will express our appreciation for his order, will call attention to the necessity for having the car regularly serviced at the local Packard service station, and will mention the necessity for having the Owner's Service Card always with the car.

In order to send out these letters as soon as possible after delivery of the car, it is absolutely essential that we receive the Registration of Vehicle Delivery card, sample of which is attached hereto.

These cards, as you know, are intended to give us the necessary record in connection with labor claims from distributors and dealers, covering labor for replacements and adjustments during the Warranty period. Many of these cards come to us long after delivery of the car with errors in motor and vehicle numbers, and some times with the owner's name and address improperly filled in.

It is a very simple matter indeed for the distributor or dealer to fill in these cards and drop them in the mail immediately upon delivery of the car, and we ask your cooperation in doing this, both in order to give us accurate records for labor allowances and in order to send out the "personal" letter to new car buyers.

Yours very truly,

PACKARD MOTOR CAR COMPANY

REC:B
2(b-x) 1010
Enclosures (2)
Dealers' GL-630

R. E. Chamberlain
Sales Manager, Packard Division