



49P-22  
Dealer 16  
(CORRECTED COPY)

July 13, 1949

To: REGIONS, ZONES AND DEALERS

SUBJECT: ENGINE KITS WITH ATTACHING PARTS FOR 1938 THROUGH 1948 CARS

For a limited time we will be in a position to offer 1948-49 Packard 8 engine and Installation Kits as listed below for use on 1938 through 1948 automobiles.

The prices are such that Dealers can make a very satisfactory gross profit on each transaction either on a direct sale and installation to an owner, or to independent garages. We believe that there is still a considerable market for these assemblies which as yet is untouched. The principal problem confronting Dealers lies in telling the public in such a way that they know the equipment is available.

In order, therefore, to enable Dealers to acquaint owners of Packard cars with the fact that they can obtain a current model engine for their older model car, we have arranged to supply newspaper mats without charge so that pre-arranged attractive ads may be placed before the public. These mats are being shipped to the Zones immediately and may be obtained by Dealers upon application to the Parts and Service Manager at the Zone. The expense involved cannot be included in Dealer Cooperative Advertising accounts.

The gross profit on an engine assembly amounts to \$91.25 when sold at List Price by the Dealer plus a very satisfactory profit on labor. We would also advise that the business of independent garages and competitive Dealers be solicited inasmuch as some of the older model cars may not have been coming into your service station for some time.

A Trade Net price of \$300.00 has been suggested for independents and competitive Dealers which allows Packard Dealers a gross profit of \$26.26 per engine when sold through such sources. Such price, of course, covers the engine and the necessary conversion kit.

When it is taken into consideration that these engines are shipped transportation charges prepaid from the Zone, such a profit to the independent trade is practically net.

The following price structure applies to the Engine with Installation Kits:

Dealer Net Price	\$273.75
Suggested List Price	\$365.00
Suggested Trade Net	\$300.00

In the event you have a complete list showing all registered Packard owners within your area, you may also wish to supplement the newspaper ad with a letter direct to them on your own letterhead. Suggested copy for such a letter is attached.

Orders for the following engine or kits should be placed with your Zone warehouse in the regular manner, if included in a regularly scheduled stock order, will be shipped transportation charges prepaid from Factory or Zone wherever the stock may be available.

<u>Description</u>	<u>Part No.</u>	<u>Suggested List</u>	<u>Dealer Net</u>	<u>Suggested Trade Net</u>
Engine only 1601, 1701, 1801, 1901, 1951, 2001, 2101	410345	\$ 305.00	\$ 228.75	\$ 250.00
Kit 2001-2101	410508	\$ 60.00	\$ 45.00	\$ 50.00
Kit 1951	410507	\$ 60.00	\$ 45.00	\$ 50.00
Kit 1601-1701-1801-1901 with Overdrive	410503	\$ 60.00	\$ 45.00	\$ 50.00
Kit 1601-1701-1801-1901 without "	410502	\$ 60.00	\$ 45.00	\$ 50.00

When ordering be sure to specify by part number which kit is required.

Instruction sheets and templates, where required, are inserted in each box containing the kit of attaching parts.

Very truly yours,

*J. A. Carr*  
J. A. Carr, Manager  
Parts and Service Department

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SUGGESTED LETTER

July 8, 1949

ARE YOU INTERESTED IN NEW CAR PERFORMANCE FOR YOUR  
PACKARD?

For a limited time new engines incorporating all current improvements in production are available for 1938 through 1948 model cars. These engines are Factory built and equipped with the necessary attaching parts for quick installation in your present car. They include new water pumps and manifolds making it a simple matter to transfer distributors, starting motors and generators to the new engine.

May we suggest you contact our Service Department for more detailed information. Time payments can be arranged to cover material and labor charges.

The new engine including the manifold and clutch assembly and carburetor may now be purchased at the price of \$365.00 plus installation and assures many thousands of additional miles from your Packard.

Very truly yours,