

Packard—Chicago

Service Bulletin

Date 9-26-32.

To: CHICAGO TERRITORIAL DEALERS

Subject: DISCOUNT ON PARTS TO INSURANCE COMPANIES.

We are quoting below a statement recently made by Mr. J. F. Page, General Service Manager at the factory, with reference to parts discount allowed to Insurance Companies:

"We have had inquiries from distributors and from Insurance Companies regarding discount on parts to Insurance Companies. We have not recommended that this be done and we do not do so now. As far as we are concerned, however, you are at liberty to do so. It is important to you that the discount shall be given only on parts and only when the work is done in your service station."

Local Insurance Companies were notified on February 1st, 1932, that our Chicago Branches and Metropolitan Dealers would handle wreck repair work in the following manner:

1. - A 20% discount on parts and a 25% discount on accessories would be allowed Insurance Companies.
2. - Such discount would be allowed only when the parts and accessories were furnished and installed by the Dealer or Branch giving the discount.
3. - The Dealer or Branch doing the work would assume the towing charge up to \$5.00 providing the total amount of the work involved is \$75.00 or more.
4. - No discount would be allowed on labor either mechanical or coach.
5. - All wreck repairs would be charged to and collected from the owner of the car at time of delivery unless arrangements were made for the Insurance Company to pay the charges direct. All operations would be billed to the Owner at list price and the Insurance Company upon presentation of the paid invoice, will receive from the Branch or Dealer making the repairs, a refund check for the discount. It is obviously best that individual owners have no knowledge of our discount arrangement with Insurance Companies.

We are making no recommendation to you as far as this matter is concerned but wish you to understand that if you feel it advisable you may allow parts discount to Insurance Companies. It is our feeling, based on eight months experience with this policy, that we are able to obtain a greater portion of wreck repairs, repairs due to fire damage and replacements due to theft, than we have been able to obtain in the past.

Yours very truly,

PACKARD MOTOR CAR CO. OF CHICAGO,

N. H. Peterson,
General Manager of Service.

NHP-MK.

Make every owner a salesman.