

Packard—Chicago

Service Bulletin

Date 9-13-34

To: BRANCH MANAGERS, SERVICE SALESMEN
AND DEALERS:

Subject: TEN THOUSAND MILE LUBRICATION PLAN

Our Ten Thousand Mile Lubrication Plan offers many advantages in addition to a substantial saving to our owners.

Some of the advantages are as follows and it is well to bring these facts to our owners attention:

- (1) - It creates a mileage schedule for customers guidance,
- (2) - Insures systematic lubrication according to mileage,
- (3) - Assurance of factory approved lubricants,
- (4) - Assurance of correct seasonal lubrication,
- (5) - A preventive against wear and mechanical troubles,
- (6) - Inspires customers confidence in service organization,
- (7) - Can be paid for in four equal installments,
- (8) - Lubrication Plan accepted at Packard Service Stations,
- (9) - Assurance that competent Packard trained mechanics will remove and replace parts requiring lubrication such as wheels, etc.

Have you ever thought of explaining the Lubrication Plan saving to an owner in this way?

On the Six and Standard Eight, the total cost is \$29.56 which includes eleven oil changes at \$2.40 each which amounts to \$26.40. This leaves only a cost of \$3.16 to the owner for the balance of the Lubrication Plan and for this \$3.16 we give the car five complete chassis lubrications, two front wheel bearing lubrications, one complete seasonal transmission and differential oil change and the removal and greasing of the speedometer cable.

On the Super Eight and Twelve, the total cost is \$34.48 which includes eleven oil changes at \$3.00 each which amounts to \$33.00. This leaves only a cost of \$1.48 to the owner for the balance of the Lubrication Plan which includes the same operations listed in the above paragraph.

An analysis of these figures shows that we give practically all of the lubrication in the form of a saving to the customer and that what the customer is paying amounts to just slightly over the normal charge we would make for motor oil.

Make every owner a salesman.

HTJ.MK.

H. T. Jorgenson
H. T. Jorgenson,
Service Manager.