

SERVICE Counselor

PACKARD MOTOR CAR COMPANY



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Service Selling

Some service salesmen forget there are three types of service which can be sold.

1. Those needed to make a car run.
2. Those needed to keep a car running.
3. Those needed to prevent future trouble.

The first includes wreck work or breakdown of parts or failures which prevent operation. The second group includes lubrication, cooling system service, battery, ignition, tire or so-called regular maintenance attention. The third group is preventive service such as care of finish, brake adjustments, steering alignment, engine tune-up—the stitch-in-time sort of things which tend to prevent breakdowns.

In selling, the number one group is obvious as to its need. In group two and three the need is not obvious and needs the observation of a wide awake service salesman to find them and to sell them.

Service selling depends on the need or the desire of the car owner and he is influenced by:

1. The age of his car.
2. His driving habits and type of use.
3. His ability to pay.
4. Climate or the time of the year.
5. His standard of maintenance.
6. Your ability to sell.

The amount of service you sell will be in direct proportion to the attention you give each of these items. They should all be carefully considered on each contact. Obviously all cars don't need the same type of service at the same time.

And don't forget that what a car owner buys from you in the way of service depends upon what he knows about the kind of service you sell.

He can find out about your service:

1. From others who have bought your service.
2. From what he sees when he comes in to buy.
3. From direct mail you send him.
4. From what you tell him.

Let's make sure he gets the correct story and a convincing one from all four sources of information. When his impression of your service is right, he will buy service from you.

Service Bushing Tools—PU-335

Ultramatic Drive

These tools service practically all the internal bushings in all Ultramatic transmissions. This group of tools will also service the bushing in the 24th Series Overdrive Rear Housing and the bushing in all Rear Housing Assemblies of the standard transmission starting with the 1941 Clipper through the 24th Series inclusive.

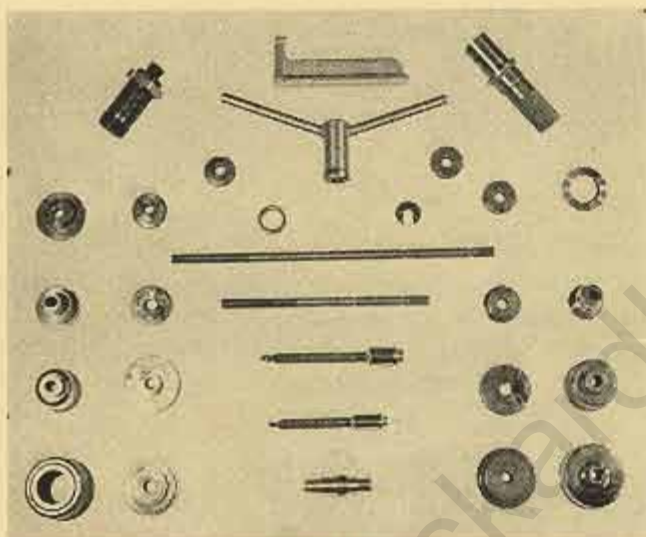
To replace, bushing, standard transmission rear housing—Models 1951, 20, 21, 22 and 23rd Series—Use PU-337-358-350-357.

To replace, bushing, standard transmission rear housing 24th Series—Use PU-337-350-354-358.

Handle PU-351 is used in combination with PU-349 and PU-358 center screws, when these screws are used in removing and replacing operations.

These tools will be purchased by the Dealer from the Zone. Only Service Bushings should be used for replacements because they have been correctly engineered and manufactured for the job.

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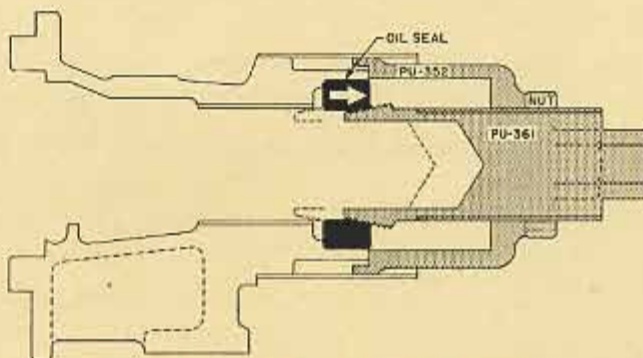


PU-335

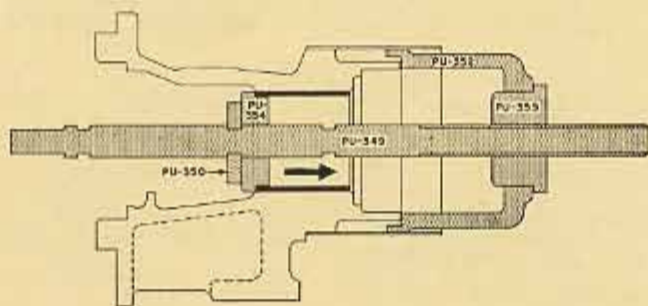
We are by illustration indicating the various combination of tools to be used for the different operations. The illustration shows all the tools in the group. It also shows the PU-364 for 24th Series linkage adjustment as described in Vol. 24, No. 9 of September, 1950.



Replacing Driving Shaft Bearing Rear Housing Bushing (23rd Series Ultramatic)

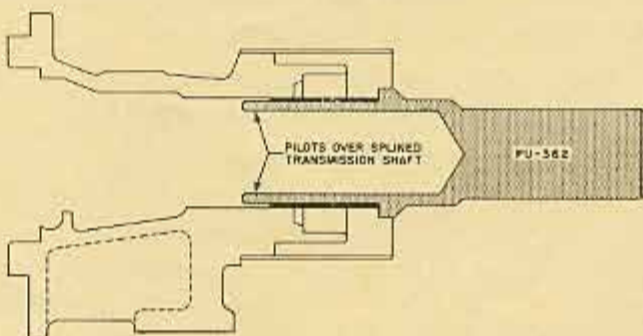


Removing Oil Seal, also Bushing, Rear Housing (23rd Series Ultramatic)

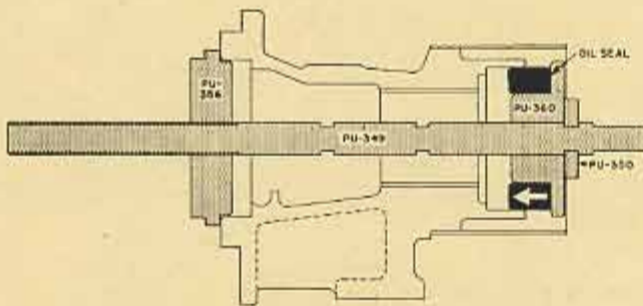


Removing Driving Shaft Bearing Rear Housing Bushing (23rd Series) Ultramatic

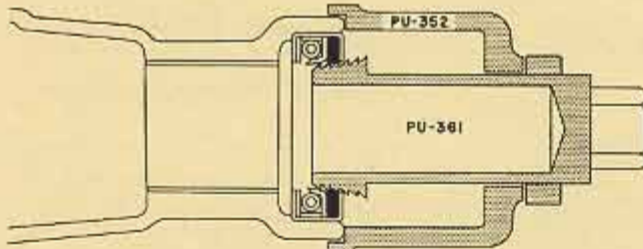
Removing Standard Transmission Rear Bearing Housing Bushing 1951, 20, 21, 22, 23, and 24th Series



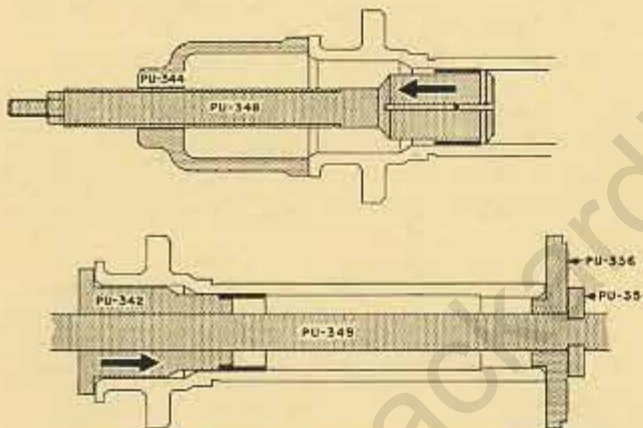
Replacing Rear Housing Bushing, (on car, 23rd Series) Use ring PU 363 with Driver to Replace Oil Seals



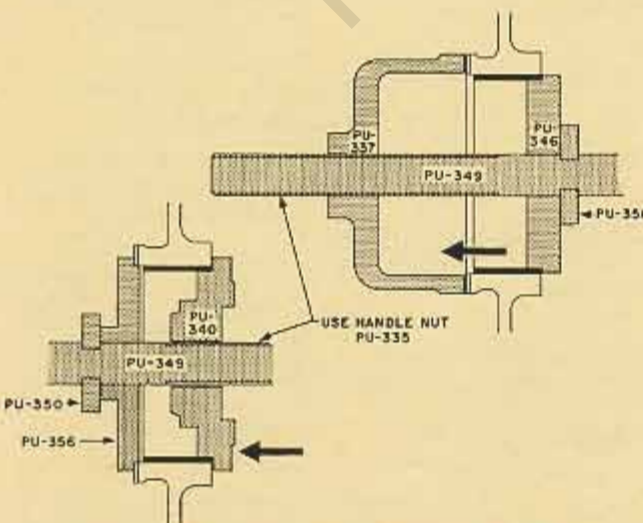
Replace Oil Seal Rear Housing (23rd Series)



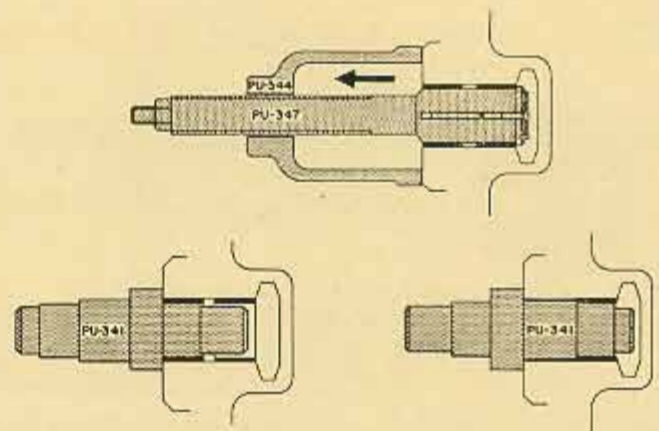
Remove Oil Seal from Overdrive on or off Car (24th Series)



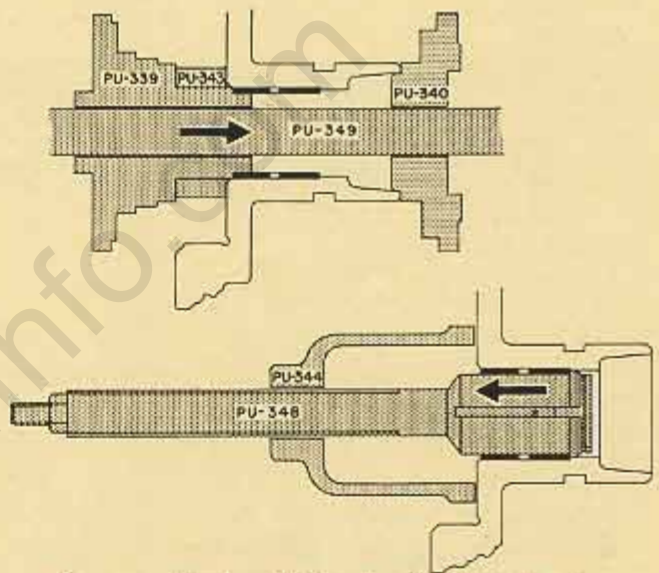
Removing and Replacing Bushing, Converter Reactor Shaft



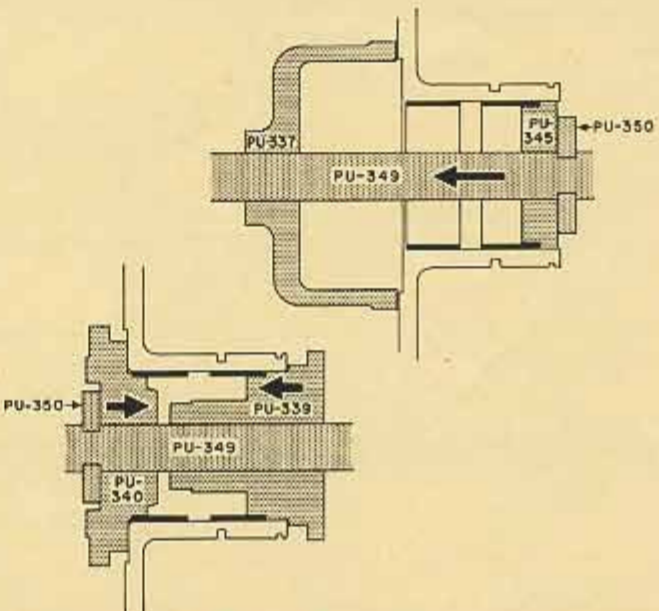
Remove and Replace Bushing, Planetary Ring Gear



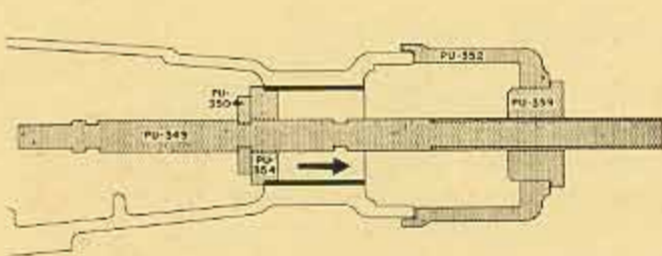
Removing and Replacing Bushings, Converter Clutch Housing



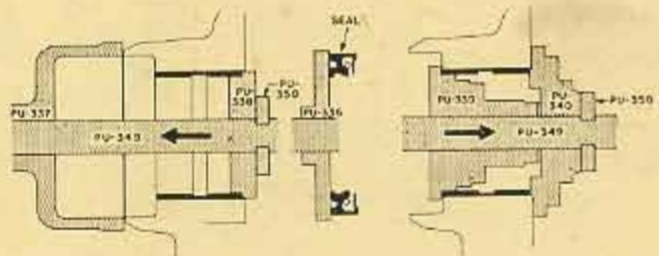
Remove and Replace, Bushing, Reaction Clutch Housing



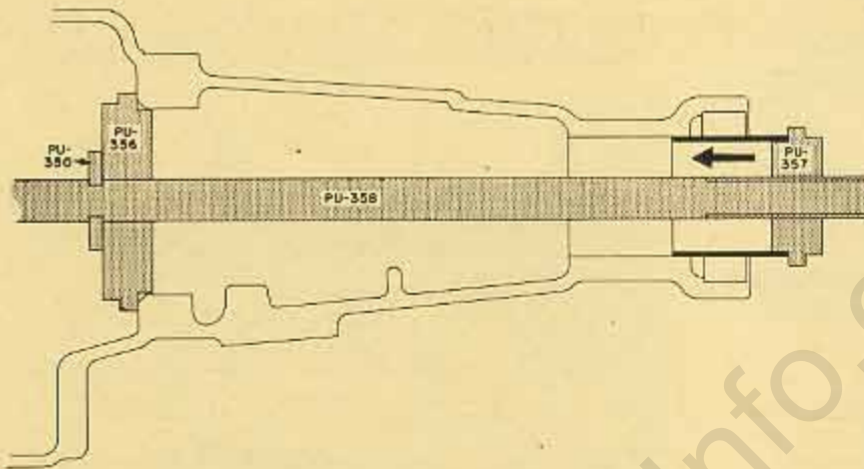
Remove and Replace, Bushings, Clutch Housing



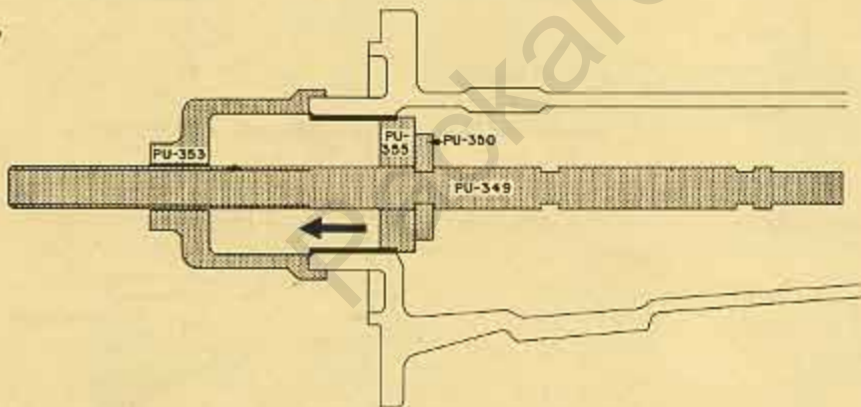
Removing Transmission Overdrive Unit Main Shaft Bushing (24th Series)



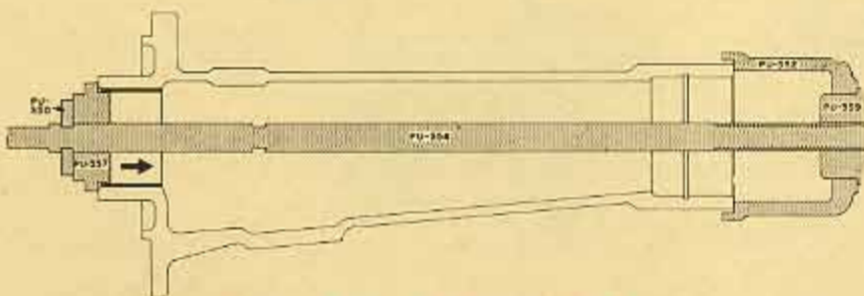
Removing and Replacing Bushing and Oil Seal in Ultramatic Bell Housing



Replacing Overdrive Unit Main Shaft Bushing (24th Series)



Removing Bushing from Rear Housing (24th Series Ultramatic)



Replacing Bushing, Rear Housing (24th Series)

Service Bushings

Ultramatic Drive and Overdrives

The following list of service bushings that are required to service the 23rd and 24th Series Ultramatic Transmission, also the 24th Series Overdrive Housing, are now supplied as service parts.

Part No.	Description	No. Req'd.
436018	Transmission driving shaft bearing rear housing bushing (23rd Series U.D.)	1
	24th Sr. O.D. 1951, 20, 21, 22, 23 and 24th Sr. Syncromesh Trans.	
436018	Transmission overdrive unit main shaft bushing (24th Series)	1
436019	Transmission rear housing bushing (24th Series U.D.)	
410864	Transmission bell housing bushing	1
	(23rd and 24th Sr.)	
410865	Transmission converter housing bushing	1
	(23rd and 24th Sr.)	
410861	Transmission planetary ring gear bushing	1
	(23rd and 24th Sr.)	
410866	Transmission converter clutch housing bushing	2
	(23rd and 24th Sr.)	
410989	Transmission reaction clutch housing bushing	2
	(23rd and 24th Sr.)	
410990	Transmission clutch housing bushing	2
	(23rd and 24th Sr.)	