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TO BE NOTED AND INITIALED BY

# PACKARD MOTOR CAR COMPANY

## DETROIT MICHIGAN

November 26, 1928

To PACKARD DISTRIBUTERS AND DEALERS

Subject PRICE FIELDS OF PACKARD CARS

Gentlemen:

With the public announcement of the Deluxe 645 line early in December, the Packard Motor Car Company enters a third price field.

It is of the utmost importance that distributors, dealers, and sales organizations have a clear picture of just what these price fields are and also of our list prices in relation to competition in each one of these fields. The following brief resume is intended only as an illustration. Each distributor and dealer should see that his salesmen are given full price information covering all competitors in our various price fields.

### Price Field of Packard Standard Eight:

All these cars are grouped from list prices of \$2435.00 to \$2835.00. The following is a comparison of certain competitive list prices versus Packard Standard Eight prices:

	Packard (Std. 8)	LaSalle	LaSalle (Family Sedan)
5 passenger Sedan	\$2435.00	\$2595.00	\$2450.00
2-4 " Coupe	2510.00	2495.00	
2-4 " Conv't. Coupe	2585.00	2595.00	
4 " Coupe	2735.00	None	
5 " Club Sedan	2735.00	2675.00	
7 " Sedan	2735.00	2775.00	
7 " Sedan-Limousine	2835.00	2875.00	
2-4 " Roadster	2535.00	2345.00	
5 " Phaeton	2535.00	2295.00	
7 " Touring	2635.00	None	



Price Field of Packard 640 Custom Eight Line:

This group of cars ranges from \$3175.00 to \$3850.00. The following is a comparison of certain competitive prices versus Packard Custom Eight prices:

		Packard (Custom 8)	Cadillac (Fisher)	Lincoln
2-4	passenger Runabout	\$3175.00	\$3350.00	\$4600.00
5	" Phaeton	3175.00	3450.00	4600.00
7	" Touring	3275.00	3450.00	4600.00
2	" Coupe	3250.00	3295.00	5000.00
2-4	" Conv. Coupe	3350.00	3595.00	None
5	" Club Sedan	3750.00	3495.00	4800.00
4	" Coupe	3750.00	None	4600.00
7	" Sedan	3750.00	3795.00	5000.00
7	" Sedan Limo.	3850.00	3995.00	5200.00

Price Field of the Packard 645 Deluxe Eight:

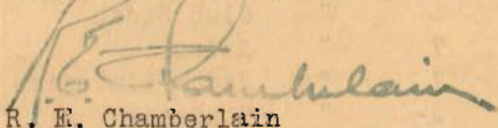
These cars range in price from \$4585.00 up.

Each distributor and dealer, if he is to make the profits to which he is entitled, must get his share of the business in each of these price fields dependent, of course, on the possibilities of his territory. If any one field is slighted, it means we are simply presenting some other organization with business which is rightfully ours. The price fields are clearly defined and I know you will all agree that each line of Packard Cars in each price field is superior to any competition in that field.

If we are to keep the public from becoming confused as to our relative position in the various fields, it is of the greatest importance that everyone in your organization be thoroughly posted on the competitive list prices given above. The comparisons in the 640 Custom price field are especially significant.

Yours very truly,

PACKARD MOTOR CAR COMPANY

  
R. E. Chamberlain  
General Sales Manager

REC:TS  
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Dealers' T.L. No. 45