

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

November 19, 1929

To PACKARD DISTRIBUTERS AND DEALERS

Subject 734 SPEEDSTERS

TO BE NOTED AND INITIALED BY	

Gentlemen:

Please refer to Trade Letter No. T-2448 relative to the announcement of new 734 Speedsters.

While the new 734 Speedsters are equipped with a larger and more powerful motor than was in the preceding series, the speed result is not greatly different due to the fact that we are making a larger and heavier car in these types than was previously offered; at the same time, the acceleration and all around performance are decidedly improved.

In Trade Letter No. T-2448 we mentioned the speeds which those various types would attain and we also stated that those speeds were not guaranteed.

In your sales work on these cars please do not refer to the speeds mentioned in the previous letter. You may state that the Speedster Runabout or Phaeton will attain approximately 95 miles an hour or better under favorable conditions, when equipped with a 3-1/3 to 1 gear ratio and a high compression cylinder head.

We believe a better general result and greater acceleration will be attained by the use of a 4 to 1 gear ratio with the low compression cylinder head. With this equipment the speed will be approximately 90 miles an hour or better.

For the few who desire to attain a maximum speed of approximately 105 miles an hour or better, the Speedster Runabout has been designed so that the fenders, running board, splashers, spare wheels, windshield, top and lamps can be easily removed in order to secure minimum head resistance.

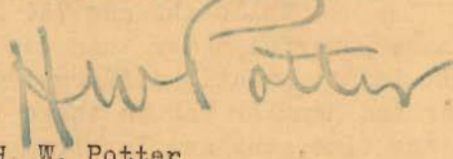
The Speedster Victoria and the Speedster Sedan will be equipped with a 4 to 1 gear ratio and low compression cylinder head. They will attain a speed of approximately 90 miles an hour or better and may be equipped with ordinary spark plugs. The use of anti-knock gasoline, special spark plugs and 3-1/3 to 1 gear ratio and high compression cylinder head will permit an increase in speed in these types of approximately 5 miles an hour or better.

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Please understand that these speeds are not guaranteed under any circumstances. They represent the speed results attained with these cars at the Packard Proving Ground and indicate the wonderful performance of which these cars are capable. We wish to caution you against driving these cars at top speed under any but the most favorable highway conditions because of the danger involved when traveling at the speeds of which these cars are capable under any but ideal conditions.

Yours very truly,

PACKARD MOTOR CAR COMPANY



H. W. Potter
Manager Custom Car Department

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