

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

To BE NOTED AND INITIALED BY

July 12, 1935

To PACKARD DISTRIBUTERS AND DEALERS

Subject PARTS DISCOUNT TO PACKARD QUANTITY PURCHASERS

Gentlemen:

The adoption of Quantity Purchaser Agreements (T.L. T-2661) will possibly place in your locality Packard cars for which parts must be furnished.

All companies who sign Quantity Purchaser Agreements are entitled to a discount off the new car list price and it is, therefore, recommended that all Distributors and Dealers allow a discount, off the suggested list price of parts and accessories sold to these purchasers, as follows:

<u>Parts Classification</u>	<u>Recommended Discount</u>
A	25%
AA	25%
B	20%
C	10%
D	0
E	0
Accessories	20%

There are several outstanding advantages to be gained by extending parts and accessory discounts to these purchasers. It should help to promote the acceptance and signing of the Agreement, thereby assisting in the sale of new cars. It should assist you to keep them buying all replacement parts and accessories from you and eliminate their buying parts from independent parts suppliers. Granting of discounts to Quantity Purchasers is common practice in the industry.

This recommendation should be followed by all so that parts billings to these purchasers will be standardized throughout the country whether or not the parts and accessories are purchased by the parent or subsidiary company.

As Quantity Purchaser Agreements are signed with the various companies, you are notified by the Factory through the medium of General Letters, and all lists of these signers should be kept up to date. Before extending this recommended discount the lists should be referred to as an assurance that an Agreement has been signed. Proof should be furnished by the purchaser that the parts are to be used in cars purchased under a Quantity Purchaser Agreement.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

JFP:PA  
3(b-x) 2000  
Dealers' TL-155

J. F. Page  
General Service Manager

Any references herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributor