

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

March 26, 1923

To Packard Distributors

Subject, Attachment of Non-standard Accessories and Equipment.

TO BE NOTED AND INITIALED BY	

We find that many of our distributors install on Packard vehicles non-standard accessories and certain types of accessories which replace the standard equipment of the vehicle.

We wish to caution all distributors against the installation of equipment which will weaken either the body or chassis construction or which may have an unfavorable effect upon the general operation of the vehicle.

The items of car equipment such as the snubbers have been selected after the most careful study on our part, and are chosen because we believe that they are best suited for average operating conditions. We do not countenance the practice of removing equipment of this kind and substituting other articles simply because of the profit made on the sale and without consideration of the results which will be obtained.

It should be borne in mind that when some non-standard accessory or item of equipment causes trouble owing to the fact that its application and use have not been properly studied, this failure reflects on the Packard vehicle and upon your reputation and our own. The profit to be gained by the attachment of such equipment does not justify you in thus interfering with the proper functioning of the vehicle.

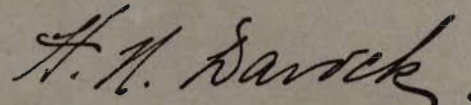
For instance, spot lights as a class would not be considered as equipment which would interfere with or weaken the vehicle, but a short time ago we saw the installation of an interior operated spot light on a Sedan which so weakened the front pillar as to render it very liable to failure.

We have seen other instances where the improper attachment of various shock absorbers has caused the failure of the frame thru no fault of the frame itself. In other cases the attachment of spring oilers has entirely changed the riding qualities of the car, and has caused criticism of this Company for a condition for which we were in no way responsible.

The benefit to be gained from the attachment of non-standard equipment is so slight, and the possibilities of trouble are so numerous that we feel justified in taking a definite stand against the installation of any items of special equipment which may effect the normal functioning of the vehicle.

Yours very truly,

PACKARD MOTOR CAR COMPANY,



H. N. DAVOCK, Manager,
Technical Service Department.