

Replaces

LUBRICATION CONTRACTS

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Date

Page No. (Pages)

The advantages to owners and the profit derived by dealers from the sale of lubrication contracts have been previously stressed through the medium of the Service Bulletins, Branch letters to dealers and service promotion letters issued by this Company. One of the major advantages derived by the dealer is the opportunity to sell other service needs when the owner brings his car to the dealer for lubrication at regular intervals.

SA-25 Dealer's Policy Letter No. A28 outlined the profits made by one dealer through the sale of 400 Lubrication Contracts. Similar results may be secured in proportion to the number of cars operating in any dealer's territory providing there is an intensive effort to sell this service to every Model "A" owner.

Outlined below are three contracts that are most commonly used. These may be varied to suit local conditions. Free towing within definite municipal limits and a discount beyond definite areas, also road service calls at 50% of regular price are included by some dealers in their contracts.

No. 1 - Standard Lubrication Contract covering 12 complete lubrications - price \$10.00 to the owner. This amount is paid in advance.

No. 2 - Standard Lubrication Contract covering 10 lubrications - to be paid for at the price of \$1.00 per lubrication when each lubrication is performed. This contract should be issued to owners who will not pay \$10.00 in advance, but who will purchase this service for \$1.00 per lubrication. When 10 consecutive lubrications have been purchased, the 11th lubrication is free.

No. 3 - Lubrication and Wash Contract. This contract entitles the owner to 12 operations, lubrication or wash optional. Dealers supplying a car wash for \$1.00 can include their wash in the Lubrication Contract and when this feature is adopted it has been found that the average owner will have the car washed considerably oftener than otherwise would be the case.

Specimen of Lubrication Contract supplied by the Curtis Company of Windsor, Ontario, is attached.

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SERVICE DEPARTMENT.