

September 25, 1961

TO ALL ROOTES GROUP DEALERS

FALL AND WINTER TUNE-UP

We are rapidly approaching the season when all authorized Dealers should be contemplating Fall and Winter tune-up programs in their local areas to ensure that owners experience a minimum of difficulty with difficult starting to ensure optimum performance during the anticipated inclement weather.

All of the points issued in our Service Bulletin No. 217 and 218 are again valid this year and it is recommended that Dealers embark upon a service promotion with their retail customers before too long.

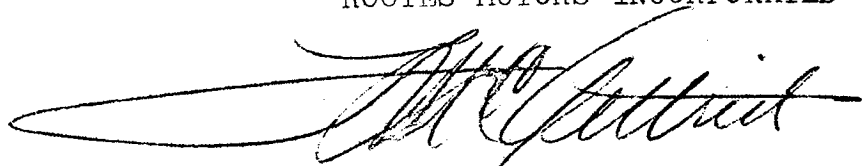
Certainly it is felt in addition to reducing the number of customer complaints in your immediate area the visibility gained by launching a service program of this nature could certainly enhance your position with regard to possible retail Service Department income increases, not to mention the possibility of salesroom traffic which can result in added profits from such an operation.

Your initiative and cooperation in a program along these lines would certainly be appreciated by this office.

Should there be any way in which you feel we can be of assistance to you in setting up a program of this nature involving procedures or technical data and you will contact this office, we should be only too pleased to assist you.

Kindly bring this to the attention of all concerned.

ROOTES MOTORS INCORPORATED



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F. J. McGettrick
Manager
Wholesale Parts & Service Depts.