

GENERAL ELECTRIC

OUTDOOR

POWER EQUIPMENT

OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12305, Phone (518) 374-2211

November 23, 1971

TO: ALL OPEO DEALERS

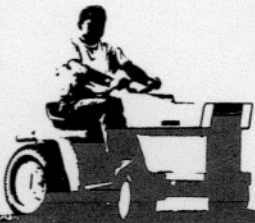
As a result of our nationwide series of sales meetings and dealer feedback, a number of additional features have been added to the new E-8M, 10M and 12M tractors and mowers (note attached sheet).

The additions to the new E-8M, 10M and 12M products and the new promotional program described below will change the pre-production pricing estimates as follows:

1. The E-8M tractor is priced at \$795 suggested retail, (\$596.25 dealer cost). The 36" mower is priced at \$180 suggested retail, (\$135 dealer cost). A "free" mower program is now offered on the E-8M to participating dealers as described at the sales meetings and listed below. GE will credit \$60 to the dealer's account upon receipt of the delivery report and payment for the E-8M tractor and 36" mower. In other words, the dealer cost for giving away the mower is \$75 (\$135 minus \$60 credit).
2. The E-10M tractor is priced at \$995 suggested retail and the same 36" mower at \$180 suggested retail. Once again the mower program is now offered with the \$60 rebate applying under the conditions listed below.
3. The E-12M tractor, on which deliveries will start this week, is priced identical to the E-12 present unit with front mounted mower. The E-12M carries a suggested retail of \$1295, identical to the E-12 and the mower is priced at \$199 plus the discharge kit at \$29.95 or a total of \$228.95. All E-12M tractors and 42" mowers also qualify for the "free" mower program as listed below.

Free Mower Program

- All firm dealer orders for E-12, E-12M, E-15 and E-20 tractors and mowers placed at Dealer Sales Meeting for shipment at the option of General Electric will receive FULL CREDIT (at dealer cost) for the mowers upon receipt of payment and Delivery Reports received in Schenectady by July 10, 1972.



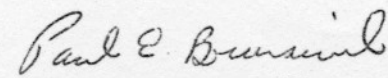
Free Mower Program (Cont.)

- All firm orders for E-8M and E-10M tractors and mowers placed AT the sales meetings or E-8M, E-10M, E-12, E-12M, E-15 and E-20 units placed AFTER the Dealer Sales Meeting for shipment at General Electric option will receive a \$60 credit on the 36" or \$75 on the 42" mower attachment* upon receipt of Delivery Report and payment by July 10, 1972.

* If provided to the customer at no charge as a part of the 1972 "Free Mower" promotion.

The prices previously listed for all existing tractor products will continue to apply until an application for a price increase is approved. The prices on the new tractor products, as listed above, apply on all shipments for these products as they go into production and orders are filled.

As previously announced, deliveries of the E-12M will start this month and deliveries of the E-8M and E-10M models will take place in March, April and May of 1972. If you have any questions about the new program and pricing listed above, please contact your salesman, district manager, or Mr. J. L. Armstrong or myself here at headquarters.


Paul E. Brunswick
MANAGER - SALES

PEB:mrB

att.

