1973 FALL DEALER MEETING
OCTOBER 1973
1974 ADVERTISING
Clear-Cut Directions for 1974

- Get Message Out Via Insert - **Now an Elec-Trak at $695**
  (Price Breakthrough)
- Solve Price Objections on Tractors by Stressing Unique Benefits and Sell Why Worth More!
- Solve Range Question by Being Specific - Stress Recharge Speed
- Recognition for Outstanding Dealers
- Help You Sell at Your Location
- Help You Sell More to Existing Owners and Gain Their Help
From Our Own Experience... 

- Gas Saturated; Electric Not 

- Thousands Want the Benefits of Elec-Trak but Price and Size Too Big 

The "Easy Rider" ER 8-36 is the Answer!
THE "EASY RIDER"

- Opens Almost 300% More Market
- Big Drawing Card
- Make 1974 the Year of the Conversion - Calls to Sales
- Capture 4 Year's Worth of Lookers
An Insert Program Tailored for Every Dealer, With Your Name

- No 800 Telephone No. Although Only 4.3% had Trouble in 1973
- A New Insert, Targeted Right at Unique Selling Points
- Get the Full Story Out Efficiently
Why is Elec-Trak Worth It?

8 Pages of Quiet Punch Featuring...
Elec-Trak is Worth More Because. . . .

The Reason to Buy is
Quiet with Illustrations
Stressing Quietness. . .
Elec-Trak is Worth It. . . .

Range. . . .

Point Up the Facts. Validated with an Independent Lab. Make the Numbers Believable.
Elec-Trak is Worth It.

Price.

We'll Pull Them In with the Rider at $695.

—Convince Them on Electric. You'll Sell Them Up!
Elec-Trak is Worth It. . . .

Safety. . . .

Push Built-In Features Important to Owner
and Family, Not Even Available on Gas Tractors
Here's What We'll Do with the Insert

A Full-Fledged Area Program to Put the Insert Into Your Prospect's Hands in an Expanded Market.

You Only Contribute Flat Rate of $110 per Imprinting, Handling, Printing of Inserts to your Market.

Combinations of dealers possible.
We'll Put the Insert Into Your Market

- In the Media That Covers Your Market Best
- With Your Name/Names Imprinted
- Timed Early (Same as 1973)
- GE Pays All Insertion, Shipping, Start-Up Costs to Produce.
- You Only Contribute Flat Rate of $150 for Imprinting, Handling, Printing of Inserts to your market
- Combinations of dealers possible.
How We're Scheduling It

- Breakdown by Dealer (Determine Which Method Most Efficiently Covers Each Dealer)
- Contracts With Flat Rate Cost in November/December/January

- Second Insert Shot Available!
  - Details in Spring
It Was So Effective in 1973.

The Insert Will Be Our Literature in 1974 also. With a Big Plus.

- 2 Pages Devoted to Attachment Selling.
Again in 1974...  

Unlimited 50/50 Co-op

- Co-op Clip Books for Local Ads to Help You Use $ Most Effectively
- Factory-Made Ads or Make Your Own
- With Free Mower Sales and Without - Your Choice
- TV Clips and Radio Scripts Available at Cost
- Instructions
- Required Forms
- Approval Required Only on Campaigns of Over $500
Plus, in 1974 you'll get the recognition you deserve....

A dinner in each territory each month. February:

Recognition that will help you make Elec-Trak sales.

Contest rules based on display quality, good service,

Sales
You Can Become an Environmental Improvement Pioneer -
- A Winner in Each Territory Each Month February-June, September and December
- Contest Rules Based on Display Quality, Good Service, Sales
ENVIRONMENTAL IMPROVEMENT PIONEERS -

You'll Get:

- A Large Framed Certificate for Your Showroom
- A Letter of Congratulations
- A Story in Your Local Newspaper

... All These Elements You Can Use to Sell

Elec-Traks
Two Big POP Posters

POP to Help You Sell

- To Tell Prospects You Sell Elec-Traks
- To Answer Prospect's Questions
- To Sell When You Aren't Available
- Snag the Browser or Parts Customer
Two Big POP Posters

- "Range" Poster 3 X 4 - Free
- "Quiet" Poster 3 X 4 - Free
- Ceiling-Hung Attention Getters - Free

Your Silent Sellers. Free Salesmen for You.
Owners Sell Tractors!

- Offer Offers You the First Good

- Periodic Use and Care/Maintenance/New

- Products Publication

- Tips to Simple Troubleshooting

- Acquaint with New Products

- Sell-Up to New Tractor

- Offer Special Promotions
RECAP - 1974 ADVERTISING DIRECTION

Intensive Industry + Market PR

1. Suite an Intensive Program.
   
2. Offer Tractors Where They'll Do the Most Good
   
   Popular Science       Popular Mechanics
   Flower & Garden       Organic Gardening
   Home & Garden         Outdoor Power Equipment
   NY Times              Chicago Tribune

III. Unilateral Co-op Advertising

IV. Environmental Improvement - Pioneer Awards to Help You Sell

V. POP to Be Your Silent Salesmen

VI. Owner Confidence Program

VII. Intensive Industry and Market P.R.
RECAP - 1974 ADVERTISING DIRECTION

I. Build on 1973 Insert Program.
   A. All New, Power-Packed, On-Target Insert
   B. Placed in Your Market
   C. Your Only Cost $150

II. 8 Pages of Color Literature with Attachments

III. Unlimited Co-op Advertising

IV. Environmental Improvement Pioneer Awards to Help You Sell

V. POP to be Your Silent Salesmen

VI. Owner Confidence Program

VII. Intensive Industry and Market P.R.
1973 FALL ORDER PROGRAM

All finance charges with payment due July 10, 1974.

All tractors, attachments and accessories are due and payable within five (5) days of sale.
IMPROVED

FALL ORDER TERMS

... No finance charge with payment due July 10, 1974.

... All tractors, attachments and accessories are due and payable within five (5) days of sale.
DISCOUNT

...Standard Dealer Net Cost as shown on price sheet.

<table>
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<tr>
<th>Additional Discount</th>
<th>Payment By</th>
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<tr>
<td>7%</td>
<td>January 10, 1974</td>
</tr>
<tr>
<td>6%</td>
<td>March 10, 1974</td>
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<tr>
<td>5%</td>
<td>May 10, 1974</td>
</tr>
<tr>
<td>4%</td>
<td>July 10, 1974</td>
</tr>
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</table>
TAKE YOUR CHOICE

Use extra discount for:

...Advertising & Promotion

...Free mower or other item

...More profit

...Cash discount to customer

...Sales commissions
... All prices f.o.b. plant or other designated shipping point as indicated. (No discounts on freight.)

... Standard freight rate applies if shipped at General Electric's option, (date and carrier). Dealer will pay regular commercial rates if not shipped at General Electric's option.

... ER8-36 Rider and Ell tractor/mower cannot be used in determining total weight for all order.
FREIGHT (Continued):

... Pick up at Scotia warehouse is available provided previous arrangements are made.

... Any attachments and accessories added to your initial order by December 1, 1973, will be

... If pick up is not made as scheduled, equipment will be shipped next day by commercial carrier and regular freight rates will apply.

... Any item ordered after December 1, 1973 will carry normal dealer prices (as listed on price sheet). Also freight will be based on the separate order placed.
...Any attachments and accessories added to your initial order by December 1, 1973, will be considered as a part of your total fall order.

...Any items ordered after December 1, 1973 will carry normal dealer prices (as listed on price sheet). Also freight will be based on the separate order placed.
1973 - 1974 FALL ORDER PROGRAM

TERMS, CONDITIONS OF SALE AND DISCOUNTS
APPLY TO ELEC-TRAK TRACTORS, ACCESSORIES
AND ATTACHMENTS, EXCEPT MODEL AD42 AND
AD38 SNOW THROWER.
1973 FALL ORDER SUMMARY

SNOW THROWERS

... Additional 2-4% discount only available for new and rider orders placed now and...

... No finance charges with payment due December 10, 1973.

... In receiving additional discount, payment must be...

... Prices f.o.b. Point of Shipment.

... Discount will apply if payment is made and equipment is not all shipped.

... Equipment added to your Fall order by December 1, 1973 will be considered as a part of your total Fall order.

... Payment due July 10, 1974.
1973 FALL ORDER SUMMARY

...Additional 7 - 4% discount only available for tractors and rider orders placed now, and additional equipment orders placed by December 1, 1973.

...To receive additional discount, payment must be made in accordance to schedule.

...Discount will apply if payment is made and equipment is not all shipped.

...Equipment added to your fall order by December 1, 1973 will be considered as a part of your total fall order.

...Payment due July 10, 1974.
A GREAT FALL ORDER PROGRAM

PLUS

TWO EXCITING TRIPS IN 1974
BIG TRIPS FOR 1974 WINNERS

*LONDON*

*THE CARIBBEAN*

... Each trip is for a full week.

... Dealer selects trip of his choice.
TRIP ENROLLMENT

...Purchase the number of tractors as listed on your enrollment form now.

...Select London or Caribbean at enrollment time.

...Both trips are of equal value.
ENROLLMENT - WHAT YOU HAVE TO DO

Please enroll me in the "Tax or Pay Set-A-Way"

I understand that I can enroll in the
by purchasing General Electric Elec-Trak tractors.

WIN TRIPS:

...By selling number of tractors as listed
on enrollment form between January 1, 1974
and June 30, 1974.

...Contest closes June 30, 1974.

...Send payment and delivery reports to
Schenectady by July 10, 1974.
ENROLLMENT - WHAT YOU HAVE TO BUY

Please enroll me in the "Tea or Sea Get-A-Way" Program. I understand that I can enroll in the program by purchasing __________ General Electric Elec-Trak tractors.*

TRIP DESIRED: ________________________

*Enrollment order needed only equals total units to be sold to win a trip for one, less inventory as listed on sales plan. Future purchases can be used for sales to win additional trips.
SAMPLE OF TRIP ENROLLMENT

...Dealer must sell 8 for trip for one.

...Dealer status report shows 2 tractors in inventory.

...Dealer must order at least 6 tractors to enroll for the "Tea or Sea Get-A-Way".
QUALIFY FOR TRIPS

...Enroll now.

...Sell tractors during the period January 1 - June 30, 1974.

...All payments and delivery reports must be received in Schenectady within five (5) days of sale.

...All delivery reports and payments must be in by July 10, 1974.

...Demonstrators or used tractors purchased at special prices do not count toward the contest.
YOU ASKED FOR IT!

... First competitive electric rider

... Better discounts

... Compact tractor with front mower

... Two exciting trips
WE NEED YOUR COMMITMENT TODAY

...Must have firm orders for tractors and riders now.

- Rider must be bought in volume or we cannot introduce at this low price!

- Must commit to all costs now to make shipments before next spring season.

WE WILL DO OUR PART, BUT YOU MUST MAKE YOUR COMMITMENT TODAY IF YOU WANT THE RIDER AND THE E11.
<table>
<thead>
<tr>
<th>STATE</th>
<th>149# or Less</th>
<th>150# to 499#</th>
<th>500# to 1000#</th>
<th>5000# - &amp; UP</th>
<th>TRUCKLOAD RATE *</th>
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