

GENERAL ELECTRIC

OUTDOOR
POWER EQUIPMENT
OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12345, Phone (518) 374-2211

March 11, 1974

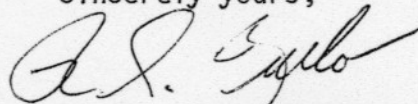
Dear Elec-Trak Tractor Dealer:

Our Hotline is getting too "hot." Too many calls about too many subjects other than service all lasting too long require that the Hotline will NO LONGER ACCEPT COLLECT CALLS, effective April 1. Instead, effective that date, we're instituting a new "you call us, we'll call you" service. Here's how it's going to work.

1. You call the Hotline tape machine and leave your own name, dealership name and address, and phone number with area code.
2. State the tractor model involved and tell in very brief terms what the problem is, for example: no reverse, poor range, third speed missing, etc.
3. Restrict your incoming call to less than three minutes at most.
4. Bill Luberda, our Hotline expert, will call you back... we pay for that, more lengthy, call.

Remember, the Hotline is just for service problems, not parts not shipping, not credit, not advertising, just service. On the attached card are the numbers you can use to get action on those other subjects. Tape that card close to your phone and you'll be able to reach the right person, the first time.

Sincerely yours,



R.S. Zullo - Manager
Sales and Service Consulting

