April 29, 1975

TO: All New Idea Lawn and Garden Dealers:

As a result of our recent "SPRING FEVER" promotional meetings, many of you have requested additional information about our Lawn and Garden Survey.

This survey was mailed to all our EGT Electric Tractor owners as of October, 1974, and we received an overwhelming response of 70%.

Attached is a sample of the questionnaire mailed to each owner. We have filled in the tabulated results of the survey in bold-face type.

This additional information should be helpful to you in your selling efforts this Spring.

Sincerely,

R. Balmer
Reynolds Balmer
Market Research

RB: bh
Att.
October 16, 1974

Thank you for your recent purchase of an AVCO New Idea (Model No.) Electric Tractor.

Since you have now had time to operate your Electric Tractor, we would like to ask you to take a few minutes and tell us how you feel about it.

Please complete the questionnaire on the reverse of this letter and return it in the postage paid envelope. You do not need to sign your name.

As a token of our appreciation, we will send to you under separate cover a "Handy Pocket Knife" which we are sure you will find quite useful.

Thank you for your cooperation.

Sincerely,

Jim Kinzer
Product Manager

A Division of Avco Corporation
1. As you best remember, how did you first learn about New Idea Electric Tractors?
   50% said by seeing it at a dealership. This underscores the importance of having dealer displays. 14% gave newspaper ads, 13% personal recommendations.

2. What mowing equipment did your New Idea Electric Tractor replace?
   9% ( ) None
   22% ( ) Walk-Behind Mower
   31% ( ) Riding Mower
   37% ( ) Gas Tractor (Brand Most Common: MF, IHC, Deere, AC [ ] H.P. [ ] )
   1% ( ) Other

100% Shows both replacement market and new customers are good prospects.

3. Why did you buy an electric rather than a gas powered tractor?
   Answers generally followed features in Question 11. Also mentioned were:

4. Who in your family usually operates your Electric Tractor? (Man, Woman, Teen, Child, Gardener, etc.)
   Man - 61%, Woman - 46%, Teen - 25%, Child - 4%. Some gave multiple response.

5. If you have had any problems with your tractor, please describe below. Be as specific as possible.
   This question invites trouble and many owners did "sound off." Question 12 is a good check on the result of these "problems." There 85% said they would recommend to a friend. Most frequent problems mentioned have since been fixed with a kit: 42" Mower vibration and Electric Lift.

6. What attachments do you now own for your Electric Tractor?
   Dozer Blade - 12%, Cart - 7%, Sweeper - 6%, Snow Thrower - 5%.

What attachments do you plan to buy?
   Dozer Blade - 11%, Snow Thrower - 7%, Tiller - 6%, Plow - 4%, Cart - 3%, Sweeper - 3%, Chain Saw - 3%.
7. What magazines/periodicals/newspapers do you read regularly? (Omit local daily newspaper.)

Many farm magazines, also Reader's Digest - 13%, National Geographics - 8%,
Newsweek - 8%, Time - 7%, Better Homes & Gardens - 6%, Wall Street Journal - 6%.

8. What size area do you mow? (Note: One Acre = 43,560 sq.ft.)
14% Less than one acre  29% Two acres
39% Approximately an acre  17% Three or more acres
1% No answer.

9. What is your occupation?
Farmers - 38%, Local Businesses - 19%, Retired - 6%, Factory Worker - 6%
plus great variety of others.

10. Which of the following best describes the location of your home?
3% In a city  27% Rural area
8% Suburbs  44% Farm home
18% In a small town  Other

11. What features do you like about your Electric Tractor? You may check more than one.

92% Quiet  3rd  68% Ease of maintenance
64% Safer  20% Portable power source
59% No Pollution  Other
48% More Economical
2nd  75% Ease of operation

12. If a friend asked, would you recommend the purchase of an Electric Tractor?
85% Yes
13% No  13% includes some who had not owned their tractor long enough to decide. Some said they never recommend anything to friends. Many other comments were not negative.
2% No answer.

Thank you. You may sign, but it is not necessary. (Practically all did sign.)

Name
Address

P.S. If you have any additional comments, please use the back of this page.