



Dealer Newsletter



JULY

NUMBER TWO

1961

From the Desk of: RALPH T. MILLET - PRESIDENT

Many of you I hope received my postcard when I was in Sweden recently. I spent almost two weeks at the factory and was very pleased to see the wonderful sales performance in Sweden of the SAAB 96. I don't mean to bore you with Swedish sales statistics, but there is no question but the SAAB car is rapidly becoming one of the leaders and is giving even the less expensive competition a run for its money. This has resulted in a further expansion of the factory at Trollhattan being undertaken and they have already broken ground on a new addition to the Assembly Hall.

Regarding our activities in the U. S. , I am pleased to announce the establishment of a spare parts depot in St. Louis. We have an inventory there now of \$100,000.00 in order to provide spare parts to dealers in the Mid-West more quickly than previously when their requirements had to be filled from Hingham.

In order to reduce the high cost of transportation of the car to the Mid-Western area, we have also made an experimental railroad freight shipment of cars from Jacksonville to St. Louis with the resulting saving of about \$35.00 per car. We plan to maintain a small inventory of cars in St. Louis also so as to pass this transportation saving on to the dealers in that area.

Now that I am back at my desk, I certainly hope to be seeing a number of you personally very soon and if I can be of any assistance to you, please do not hesitate to get in touch with me.

DEALERS IN THE NEWS

Stutz Plaisted, son of John Plaisted, our Salem, Massachusetts dealer, took top honors in the Vermont Mt. Equinox Hill Climb June 18. Not only did he win, but he broke the old (1957) record! Our congratulations!!!

Tom Corcoran, Frank Vasos partners at Cedar Motors, Inc. Farmingdale, Long Island, recently appeared on the Nationally telecast Dave Garroway TODAY SHOW. Tom drove a Go-Cart and was also interviewed by the well know T.V. personality!!!

EDITORIAL

LET'S FACE FACTS!

The New York office of SAAB Motors, Inc. is the focal point for the receipt of many complaint letters. Any company, regardless of its size or the nature of its business, receives complaints. No product is perfect and, perhaps even truer, no man or group of men is perfect. Thusly, there are complaints. We know, too, that among the group of people who complain, some are crackpots and sometimes it takes time to discover this fact. Furthermore, it wouldn't be proper for us to talk like this without acknowledging that there are two sides to every story.

What is very important to remember is that we in the New York office receive complaints not from one particular area, but from THE WHOLE COUNTRY AT LARGE! Accordingly, we can see trends as they develop. We can "get the feel" of things from a central vantage point. Frankly, what we see too frequently is not very good!

Believe it or not, but ever since our recent past business recession started, we have NEVER received ONE WORD of complaint that included in the same breath anything pertaining to the "Buy American" concept.

BY FAR THE LARGEST MAJORITY OF COMPLAINTS CONSIST OF POOR HANDLING BY THE DEALER!!! Here are some very typical excerpts:

"My dealer was most anxious to sell me my car, but now he couldn't care less about me or my car."

"When I received my new SAAB, the ash tray was full of butts and the floor was very dirty."

"I had a breakdown near one of your dealers and he refused to handle it because my car was still under warranty. I had to take the bus the remaining 150 miles and I still don't have a car."

"I've been waiting three weeks for my dealer to get a new clock on warranty."

"Your dealer (in a large metropolitan area) didn't even have a turn-signal indicator."

Need we go on? Actually we could go on and on!! But we hope it's not necessary. Frankly, though, and this is the reason we're writing thusly, many, many of our dealers just plain "miss the point" completely. Too many of us positively don't realize that just a little extra effort...that extra little bit of good will...that smile when it counts...these things all add up to better customer relations, and, whether we realize it or not...**INCREASED SALES!** That man we sent away mad because he complained when we wouldn't pick up or deliver his car or got sore at us when he had to wait three weeks for a fender we never ordered...is that man going to go out and do anything but sell people against us? How much more profitable to us it would be to have him leave our establishment with a genuine feeling of warmth toward us!!! You can be sure (100%) that your happy, satisfied customer will pass on the good word, when asked, just as quickly as he'll pass on the bad word! And how gratifying it is to have a group of 100% satisfied customers!! They'll bring more business not only in the form of repeat business, but they'll bring their friends!!!

We at SAAB Motors are convinced that the success of our car in the United States now more than ever depends on dealers who will sell the product well and will stand behind and support the product with enthusiasm and vigor...will lend dignity and prestige to the SAAB organization.

Ask yourself some searching questions. Are you conducting your SAAB business for the long range? Are you treating your SAAB customers like ROYALTY, instilling in their minds a complete confidence in you as well as the SAAB automobile? Are you bending every conceivable, meticulous effort towards assuring that not a single one of your customers will be a complainer?

LET'S FACE FACTS!!...Are you conducting your SAAB sales and service in such a way that you're adding dignity and prestige to the SAAB organization? Let's cut out the complaints we receive in the New York office!!

FLASHING NEWS FROM NORTH EASTERN REGION

The past month can be characterized as one of the busiest for our region. We didn't sit down to review our tremendous sales push from June. On the contrary, we devoted all the time to coming up with new ideas. Indeed, we are very proud of the progress in this region and we are confident that results will be forthcoming in the near future.

To start off the activities of the month we composed a Swedish-American commercial which is now being broadcast over WEZE in Boston, an affiliate of NBC. The comments have been nothing but raving and considering that two of our SAAB representatives made the commercial, a nice little sideline has suddenly opened up for the two guys.

Next on the agenda were two dealer meetings, one to which the dealers from Massachusetts were invited and to the other came the dealers from Maine, New Hampshire and Vermont. We had a very good turnout, especially to the latter one which also turned out to be a real "gasser." Five gallons, yes FIVE gallons of whiskey were raffled off on the basis of the most cars ordered.

Chuck Cunningham of Bates and Cunningham, was declared the winner at the meeting. But before that,

several interesting subjects had been introduced: The trend of the Automobile Market by our National Sales Manager, Mr. J. Kjellberg, who also presented The New Bonus Program: A Good Prospect for SAAB by P. Swedlund followed a skit about an average American automobile salesman. Baked into the latter one was a talk by famous Jack Lacy. Further on the agenda was a presentation by T. V. Channel 8 of Portland, Maine. The enthusiasm was so great that 90 per cent of the dealers decided to go on with the program which means SAAB will have coverage twice a day for thirteen weeks. Indeed, a great result.

However, to top off the month is the recently started operation "Snow Drop." In collaboration with radio station WCOP of Boston, a fantastic promotion has been put together. SAAB will move into Shopping Centers and Drive-Ins where cars will be exhibited, literature given out, radio coverage, publicity "en masse," just to have people running around to pick up ping-pong balls. That's right!!! 50,000, numbered ping-pong balls will be dropped over designated areas. Numbers will be drawn each day, mentioned over the radio and the Grand Prize will be a SAAB 96. Several other prizes will be included, so it looks as

though SAAB is going to have its grandest time ever.

Also in process is a press party on board the M/S Bullero welcoming the shipload of cars from Sweden. Representatives from major radio stations, newspapers and public relation firms in Boston have been invited and direct broadcasting from the ship, among other things, have been promised by one of the radio stations. The ship is expected to dock on the last day of the month, so we finally have come to an end of a very hectic month indeed. But that does not mean we relax. August, September and future months all have to be considered equally important and many new ideas will be unveiled in the future.

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SALES PROMOTION IDEAS

Bedard Bros. Hold 2 Day Selling Spree

Ingredients -

- 1) Much pre-spree radio and newspaper promotion and advertising.
- 2) Giveaway of a really sharp 2nd hand SAAB to the person whose car's speedometer reading was within 7 miles of that posted on the Bedard Showroom window and changed every half hour.
- 3) Special offer to the present SAAB owner who brought in a prospect who bought a car during the Spree.
- 4) Free Helium-inflated balloons for the kiddies; coffee and donuts for their parents.
- 5) A Free radio with every car sold during the Spree.
- 6) Five radio programs done from Showroom floor for a total of 6 hrs.
- 7) Many sales personnel present and demonstrator cars present for demonstrations.

Mix all these ingredients together well and you have a nice week-end full

of SAAB sales (and also after-spree sales!) Our congratulations to Leo and Leonard Bedard of Cheshire, Mass. for a well conceived and well executed idea!

Saab Displayed At Restaurant

Messrs. Vasos & Corcoran of Cedar Motors in Farmingdale, Long Island, recently made arrangements to display a SAAB in the garden area in front of a local Swedish restaurant. SAAB literature was conveniently placed inside the restaurant. As a tie-in with the restaurant, Cedar Motors placed local newspaper ads to bring people to see the car. The ads were provocative so as to attract as many people as possible to the restaurant to see the SAAB. Cedar Motors claims to have sold a number of cars through this promotion.

Ideas To Attract Prospective Customers

FLOWER SHOW - Here's a promotional idea to attract the ladies in town, who might be prospective customers themselves or the lead to get their husbands to look over the SAAB car. Make your showroom a display area for a garden club. A flower show surrounding the SAAB cars might be an attractive gimmick to induce the ladies to stop by the showroom. The local florist will probably be happy to cooperate with you and local advertising through the newspaper and television media will give your flower show the publicity to spread the word about.

PICNIC SALE - Surround a station wagon model in your display window with picnic accessories such as thermos, stoves, lanterns and tents. With each purchase of a new SAAB, the customer gets some of the picnic equipment as a bonus. This should attract families who enjoy outside activities

and who could use a station wagon to store all the equipment for their trips.

A local store carrying picnic supplies will be happy to loan the items if his name is displayed prominently.

HOW MANY MILES CONTEST - To induce people to come to the showroom, a mileage contest might be set up. Select a pretty local girl to drive a SAAB car around town for a week. Entry blanks guessing her mileage should be given at convenient locations with instructions to drop their guesses into a box in the showroom. A small prize, perhaps an accessory to the car, should be offered for the closest guess.

PHOTOGRAPHIC CONTEST - Here's a way to attract two birds with one stone, namely the present SAAB owners and prospective ones. Arrange a photographic contest illustrating SAAB owners in unique situations with their cars. Post the entries in your showroom window. Winner of the contest gets a discount on a new SAAB. Besides getting present SAAB owners into the act, the entries displayed in your showroom window should draw the attention of passers-by which may become future SAAB owners.

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DAFFY - NITIONS ! !

Tach -	What you use to hold leather on dashboard.
Cheese cutter cap -	A combination hat and sandwich maker.
Double clutch -	She hugs you when you hug her.
Old crocks -	Vintage scars.

Tapley -	Man who invented knocking engines.
Heat range -	That satisfying glow when you pay your gas bill.
Halda -	Howgozit meter.
Curta -	Pepper mill type computer most expensive way to determine where you aren't.

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SAAB's 1ST 5 MONTHS IN 1961

SAAB has continued to enjoy an improved position rating among all imported cars in the United States. At the 5 month period a year ago SAAB ranked 20th overall and for a like period in 1961 we ranked in position #16 overall. If SAAB's marketing territory alone (32 states) is considered, we ranked in position #13 overall. SAAB's nationwide market penetration is 1.12% compared with .91% and if we consider once again only our marketing territory, it is 1.60 as compared with 1.32. In certain states SAAB ranked among the top 10:

Connecticut	7
Iowa	6
Maine	3
Massachusetts	5
Minnesota	6
Nebraska	10
New Hampshire	4
Vermont	2
Wisconsin	10

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SAAB RAFFLED BY NEW YORK CITY SCHOOL FOR THE DEAF

The Lexington School for the Deaf, 940 Lexington Avenue, N.Y.C.

recently raffled a SAAB 96. The car was delivered through Cedar Motors in Farmingdale, Long Island. As a special extra for the winner and his wife, Frank Vasos and Tom Corcoran, partners at Cedar Motors, were kind enough to provide a typical Swedish meal at a local Swedish restaurant. The Lexington School did very well, too, having grossed well over \$5,000 on the sale of tickets.

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1961 DEALER FLIGHT POSTPONED

Our dealers have indicated a definite preference for the Sweden Flight to be in late October, and, unfortunately this time has become unsuitable for two reasons:

- 1) Unavailability of suitable aircraft.
- 2) Poor weather conditions in Northern Europe at that time.

Accordingly SAAB Motors has been forced to postpone the trip for some time. Our dealers will be kept well posted about future plans for a flight to Sweden.

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SPARE PARTS NEWS

Did You Know:

that the "96-GT" has a different fanbelt than all other models? V-belt #713657 for "96-GT" has an outside circumference of 45 1/4". V-belt #707766 fits all other models such as the "93"; "93GT"; "95" and "96" standard. This belt is one inch shorter.

Engine Hoods

"93" up to chassis 76759
parts # 708216

"93" chassis No 76760 and up
parts # 716229
"95" up to chassis No 300
parts # 716229
"95" chassis No 300 and up
parts # 711952
"96" standard and GT all cars
parts # 711952

Mufflers

Frontmuffler #707847 is superceded by #709467 for all "93", "95" and "96" models.

Rear resonator(muffler)#707853 is superceded by #712567 for all "93" and "96" models.

When ordering GT mufflers and or tailpipes please double check whether you want the type with the wide opening.

Frontmuffler for GT with wide opening (for tailpipe) #713154.

Tailpipe for same #713165.

Standard tailpipe for "93" and "96" cars is #707854.

SAAB Guide

is a book of 127 pages written by Keith Ayling and printed by "the Sports car press". It is crammed with useful information about the SAAB "93" "95" and "96". Many tips for tuning, rallies, racing, etc.

Of this fast selling book which lists for \$1.95 we have a limited stock (first come, first served) for \$.75 each.

Accessories At Decreased Prices

There are available a limited number of SAAB bumper trailers at \$70.00 each. Also available in limited quantities are some SAAB Sportable Radios at \$55.00 each.

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WORTHLESS INFORMATION DEPT.

"We read in the Wall Street Journal recently that a New York

Grocer labeled quart jars of water "Instant Water - just add hot coffee" and did a brisk business at 85¢ a jar."

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GROWTH IN SERVICE

We read an excellent article in Automotive News recently about an excellent competitor, and we'd like to quote a few excerpts:

"The almost phenomenal penetration of world markets by Volkswagen hasn't all been due to the size and the price of the vehicle, most experts agree. Back of this penetration has been a well conceived and expertly managed program that many American auto and truck dealers can profitably study."

Conceding that quality manufacture and price have played an important part in Volkswagen's ability to penetrate the world market so deeply, many experts feel certain that, if it hadn't been for the dedication to service that underlies every approach to merchandising, this company would not have been able to continue to expand."

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SAAB PURCHASES STEEL IN U.S.

Many people do not realize it, but Svenska Aeroplan Aktiebolaget purchases vast quantities of steel from two suppliers in the United States.

Bethlehem Steel Co. furnishes cold-rolled sheet steel for automobile bodies from:

- a) its Sparrows Point Maryland plant.
- b) its Lakawana, New York plant.

Bethlehem also furnishes bed plates (heavy sheet steel) from its Johnstown, Pa. plant.

United States Steel Co. furnishes to SAAB, cold-rolled sheet steel for automobile bodies from:

- a) Irvin, Pa.
- b) its Fairless Works in Morrisville, Pa.

We are in hopes that this specific information will be used by our dealers along the "Buy American" lines.

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ACCOUNTING DEPARTMENT HELPFUL INFORMATION

Several Dealers have requested an explanation of the symbols appearing on their monthly parts and car account statements immediately after the date in the left-hand column. In response, our Accounting Department is pleased to submit the following list for your information:

- AC - Advertising Credit
- AD - Advertising Debit
- CD - Cash Disbursement
- CM - New York Credit Memo
- CS - Cash Received
- EC - Error Corrected
- JE - Journal Entry
- OC - Oil Credit
- SP - Spare Parts & Major Components Sales & Credits
- SV - Service Coupon Charges & Credits
- W - Warranty Credits & Debits

Each Month we receive several payments from dealers with no explanation of the invoices or the cars they are paying for. On occasion, we receive payments from floor-plan institutions without even the name of the customer whose bills they are paying. While our Accounting Dept. has become quite adept at solving

these little mysteries such omissions naturally hinder us in properly crediting your account. This is especially true where several dealers bear similar names.

Please help us to serve you better by accompanying all payments with the following information:

- a) date, number and amount of each invoice being paid for.
- b) chassis number of each car being paid for.

Please remind your floor-plan institution to mention your name in addition to the above information when paying your bills.

Dealers Sometimes Endanger their bonus program and credit standings by not keeping their parts account current. When this is brought to their attention, they often refer to a list of warranty, advertising or other claims which they feel are due them.

To prevent possible disqualification from a bonus program and to ensure positive action we suggest the following procedure:

1. From your current month's statement, deduct any items which you dispute or credits you feel are due.
2. Send your remittance for the balance accompanied by a detailed list explaining your deductions to our New York Accounting Department.
3. Immediately notify the following department heads of any items included in "2" above which fall in their jurisdiction:
 - a) Advertising Claims
Robert J. Sinclair - N. Y.
 - b) Warranty Claims
Charles Barnes - Hingham
 - c) All Others
Martin Celnick - N. Y.

These gentlemen will promptly

investigate your deductions and notify you and our New York Accounting Department of whatever action is to be taken.

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1962 SAAB

Due to the excessive demand for SAAB in Sweden and other European markets, and due to the current physical expansion of its automobile plant in Sweden, there will be no change in the 1962 SAAB from the 1961 model.

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WE READ RECENTLY:

From the "Detroit Sales Newsletter."

"If you're closed Sunday: Dallas (Texas) Pontiac dealer puts postage-paid post cards under the windshield wiper of every car on the U.C. lot. Card invites prospect to put name and address on the card and indicate car he is interested in. Salesmen follow-up." (It is said that from six postcards and a phone call received during the first week...three cars were sold. Sounds like it would be worth trying.)

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WHO'S WHO IN SAAB

Clyde R. Ring, General Manager of SAAB's Carteret, New Jersey Depot, is one of SAAB's oldest employees in terms of length of service. Clyde was born in Nova Scotia, Canada, came to the United States and was educated here starting at an early age.

Clyde has been associated with the automobile business in one way or another since the early 1930s. He took time out to see service with the Flying Tigers (14th-Airforce) in the China-Burma-India Theater during World War II. He has spent 10 of his auto-

motive years as an auditor and accountant.

C. R. Ring first became associated with SAAB when he worked with Mr. Millet on the translation of the Spare Parts Manual. He soon afterwards joined SAAB Motors, Inc. and helped establish the Hingham, Mass. Depot. In April of 1957, Clyde was put in charge of SAAB's Hingham Depot. He has since organized both the Jacksonville and Carteret Depots, and, as many SAAB dealers well know, presently administers the latter Depot in his usual efficient fashion.

Clyde hasn't been idle during his off-hours either. He has for many years been active in such excellent Boys Work as YMCA, Scouting, Youth Service Work and Boys Camps. He is currently a member of the Board of the Boston, Mass. YMCA. Clyde has been a member of the Aleppo Temple and other Masonic Bodies in Boston for the last 20 years.

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COMPETITION - RACING

Official Sebring Cars

As many dealers know, SAAB was declared the Official car for the annual Grand Prix in Sebring, Florida last April. Two of these cars continue to serve in an official capacity.

Mr. Fred Kingsbury, Public Relations Director of Lime Rock Park in Lime Rock, Conn. is using one of the cars as the Official Lime Rock Car. Lime Rock, of course, is the scene of the Internationally famous Little Le Mans Race in which SAAB has performed so superbly in recent years.

Our Denver, Colorado Dealer, Mr. Dick Catron has purchased another Sebring SAAB and is using it very effectively at various official racing functions in Colorado.

Factory Rally SAAB in N. Y. C.

For some time now a rather renowned SAAB has been present in New York. It's a Factory Rally car which has entered quite a few well-known competitions as follows:

1960 TULIP RALLY (HOLLAND)

1960 SWEDISH RALLY TO THE
MIDNIGHT SUN

1960 FINNISH RALLY OF THE
THOUSAND LAKES

1960 NORWEGIAN VIKING RALLY

1960 RALLY OF GREAT BRITAIN

1961 CANADIAN WINTER RALLY

Driven primarily by internationally famous Erik Carlsson, the car was on display at the recent International Automobile Show at New York's Coliseum. Plans currently call for the car to be loaned to various members of the press from time to time and then to be returned to Sweden for further competition use.

Art Doering Wins Class

At the recent Allegan Time trials, Art Doering, Grand Rapids, Michigan SAAB dealer, placed first in his class in his SAAB 96. The event had over 100 entries and SAAB made an excellent showing in general. Art Doering is to be congratulated not only for the good job of driving, but for helping other SAAB owners prepare their cars for the event without cost.

Dick Catron Enters SAAB in Colorado

At the regional SCCA Sports Car Races at LaJunta, Colorado, Dick Catron, our Denver, Colorado Dealer, had quite an experience. He has written to us telling us that he did not bring home a trophy, but that he had a real winner in that they placed first in class, and that a wonderful time was had by all.

Chez Boye Very Active With Their Special SAAB

Bill Boye, Son of our Vero Beach, Florida dealer, Tom Dismuke, Chief Mechanic and Don Bolton, Sales Manager for Boye, have combined their talents to make a great SAAB team.

With Don Bolton driving and Dismuke and young Boye supporting him in the pits, the trio managed to come up with 3 first places in as many races recently during the Florida Sportscar races over a slightly shortened version of the famous Sebring course.

SAAB Wins Swedish Rally

Yet another great victory was won by SAAB in the 12th international "Rally Till Midnattssoler" (Rally to the Midnight Sun) June 13th through the 17th. Carl-Magnus Skogh was the overall winner of the Midnight Sun rally.

With his brother Rolf, he also won the Midnight Sun rally last year and he is the only driver with two consecutive wins.

The rally covers a distance of 1,365 miles and with the 197 participants, it is the 2nd largest international rally in Europe. Only the Monte Carlo rally in Monaco attracts more drivers.

Owing to the difficult roads used in the rally, 55 withdrew from the competition which included no fewer than 19 special tests. In addition to the overall win, SAAB placed 3rd and 4th overall and also placed 1st, 2nd, 3rd, and 4th in Class I (normal series production touring cars up to 850 CC) and 1st, 2nd, 3rd, 4th, 5th and 6th in Class VIII (improved series productions in cars 700-850 CC) and finally, 2nd in the ladies' class.

The Midnight Sun rally victory was the 2nd international SAAB overall win this year. The 1st one was the Acropolis rally in Greece with Erik Carlsson. Last year, SAAB was the overall winner of four international rallies including the Finnish Rally of the Thousand Lakes, the Viking Rally in Norway, the Midnight Sun rally in Sweden and the RAC rally in Great Britain. This unexcelled list of victories confirms that SAAB is Europe's most successful rally car and one of the world's most durable, easy handling automobiles.

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