

motors, inc.

NEW YORK 22, N. Y.

PLAZA 1-7115



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SAAB family of fine automobile owners. Your choice of a personal car is pleasing to us because we know that so long as you keep your SAAB, it will serve you faithfully and well.

You, however, to the tendency of people to look at and to stare at a SAAB wherever they see one, be it parked at the curb or on the street. Please be prepared to be stared at...and perhaps envied. You will also be asked to answer lots of questions about your car. Folks find a SAAB also to be a fascinating topic for conversation. (And don't forget to greet SAAB owners the friendly "beep beep" as you meet them on the street.)

To help you know more about your SAAB, I am enclosing a copy of our booklet entitled, "Knowing your SAAB." I think you will find it interesting and helpful, as well as a source of pride when you find how much quality and craftsmanship have been built into your SAAB. Also enclosed is a list of our dealers where you can obtain Service and Spare Parts for your car. Our dealers have been selected carefully and their mechanics trained at our factory Service School. I urge you to have your SAAB regularly serviced by our dealer organization.

Some day, of course, you will be wanting a newer model, embodying some of the later improvements made on the SAAB. Perhaps, as many do, you'll want to have a brand, spanking new SAAB. I'm sure, whatever your choice, you will always have reason to be pleased and proud of the choice you have just made in the purchase of your SAAB. In that I wish you well.

Sincerely yours,

SAAB MOTORS, INC.

A handwritten signature in blue ink that reads "Ralph T. Millet".

Ralph T. Millet,
President

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Enc.