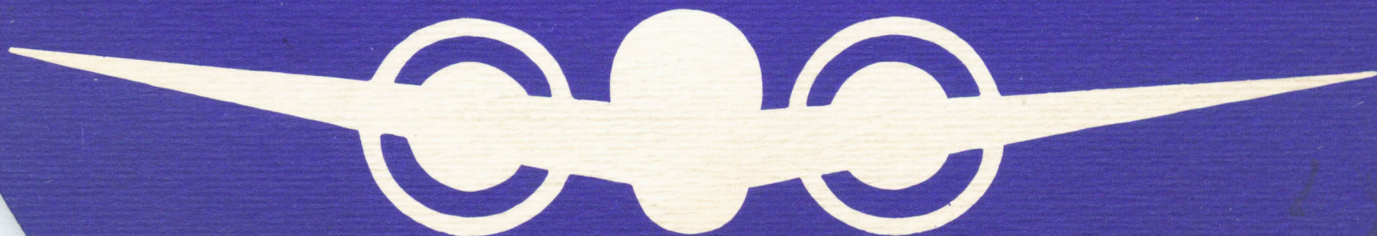


# SAAB



BANKERS' DAY    OCT. 19, 1965

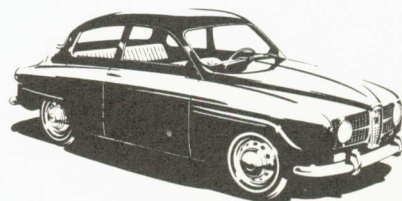
*Welcome to*

**SAAB**

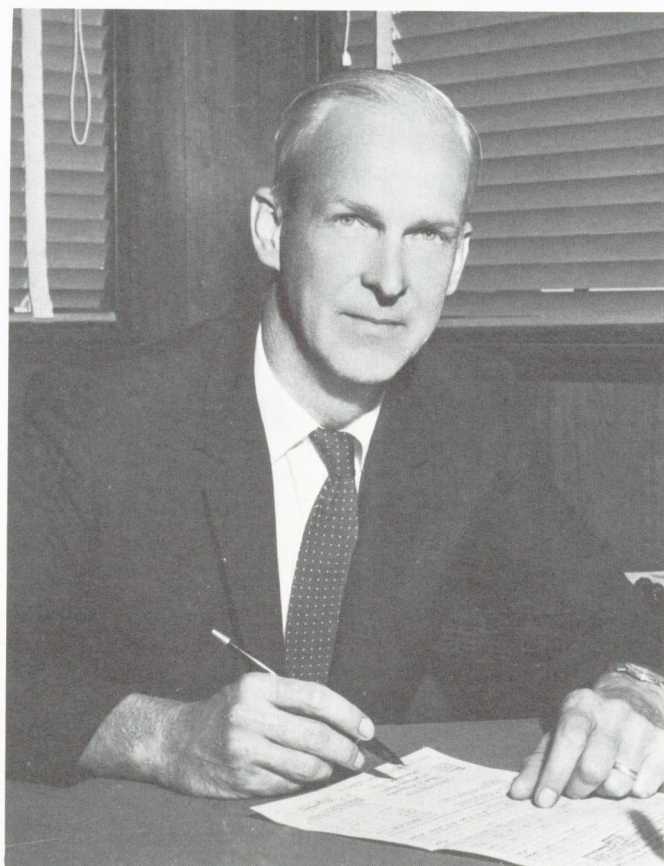
**BANKERS' DAY**

**OPEN HOUSE**

New Haven, Conn.  
October 19, 1965







Ralph T. Millet  
President, SAAB Motors, Inc.



## Saab Aktiebolag

Linköping, October 8, 1965.

Gentlemen:

Mr. Ralph Millet has advised me that he is going to arrange a Bankers' Day at New Haven also this year, and I would like to welcome all of you most heartily to this meeting.

Since last year's meeting, SAAB's activities in all fields have been expanding considerably and SAAB's contribution to the trade between the United States and Sweden has also increased. The SAAB Group's total sales for 1964 exceeded one billion Swedish crowns for the first time, reaching around 1,1 billion Crowns, i.e. roughly 215 million dollars. The trend for this year indicates a further increase in sales. The expansion comprises both military and civil products, the largest increase being on the civil side which, in addition to automobiles, also includes an expanding electronic division.

As far as the military side is concerned, it may interest you to know that SAAB has been appointed prime contractor for the Swedish Air Force's "System 37" (Viggen aircraft). This program consists of development of an extremely advanced Mach 2 plus multi-purpose combat aircraft and also production of a total of 800 systems, according to current Air Force plans. The total cost of development and production of "System 37" is currently estimated at Sw.Crs. 8,400,000,000, which is equivalent to approx. US\$ 1,600,000,000. This program is not only the largest defense program ever undertaken in Sweden, it will also be the second largest combat aircraft production program in the Free World (after the US Air Force F-111 program). The first Viggen prototype is scheduled to fly in the beginning of 1967 and is slated to go into service with the Swedish Air Force in 1971.

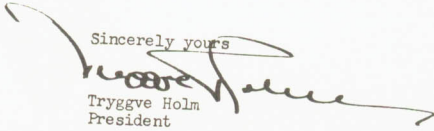
Today, SAAB is producing two other types of aircraft, the famous Mach 2 Saab 35 Draken (a total of 550 now being supplied to the Swedish Air Force) and the new private-venture Saab 105 twin-jet-trainer, light attack and liaison/executive aircraft. Of the latter type, the Air Force has ordered 150. In addition to the three manned aircraft programs, SAAB has three guided missile programs in the works.

In the automotive field, I am pleased to report that, despite the fact that our sales were hampered by the dock strike early this year, sales of the Saab Sedan and the Station Wagon in the United States are now ahead of last year's record figures and a further expansion of our marketing efforts in your country is well under way. For the current model year, we expect a sales increase over last model year of more than 25%. We are also widening our marketing area and have recently opened a regional office in Portland, Oregon, from where our automobiles will be distributed, in the first line, to the states of Oregon and Washington. Our main marketing area is still the north-eastern part of the United States, but we are also increasing our sales in the Midwestern och Rocky Mountain areas, and in Texas.

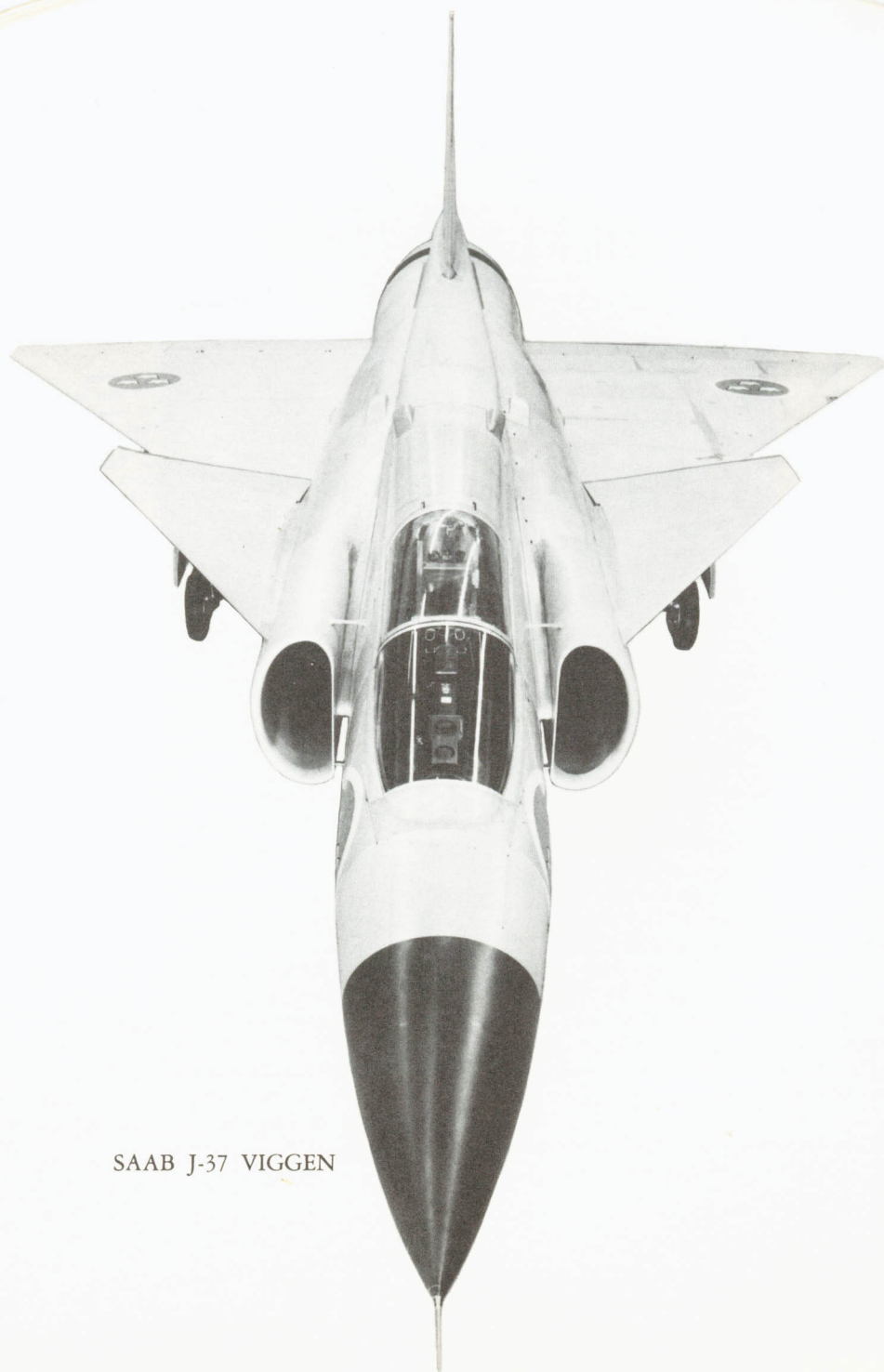
As you know, SAAB's ANA division are general agents for the Chrysler line of automobiles in Sweden. Sales of Chrysler cars represent some 50% of the total sales of American automobiles in Sweden.

With my very best regards,

Sincerely yours

  
Trygve Holm  
President





SAAB J-37 VIGGEN

## THE SAAB 37 VIGGEN PROGRAM

The Swedish Air Force has completed plans to replace certain of their existing aircraft with the new SAAB 37 Viggen. This contract will be a \$2,000,000,000 program and is the largest military contract ever issued in Sweden. Therefore, the Swedish Air Force took extreme care in controlling cost of the project. This program will extend for the next ten years, and the development of the various components of the 37 aircraft will include a large number of well-known Swedish companies. From a technical point of view, a close coordination of all industries involved is necessary, and a special coordination department was formed at SAAB with representatives from all major companies involved in this program. SAAB is the prime contractor for the J37, and therefore, responsible to the Air Force for delivery of a complete system within the given specification, cause and time limits.

Actual 37 development was started in 1958, and during the first year a number of preliminary projects were used to define the operational requirements in the aircraft. The Viggen will be powered by a supersonic version of the Pratt & Whitney JT8-D engine fitted with an afterburner. This power plant will be built under license by Svenska Flygmotor AB of Trollhattan, Sweden. The three basic combat roles foreseen for this new aircraft are as follows: attack from very low altitudes—reconnaissance—interception.

In order to facilitate coordination of the work

on the 37, SAAB made a two-year study of the U.S. in developed program evaluation and review technique (PERT), and this was used in connection with the SAAB 105 jet trainer. As a result of this experience, PERT is being used for planning and follow-up on the 37 and is expected to be of extreme value as the program advances.

Work has been carried out for many years at SAAB on the development and manufacture of a computer for aircraft 37 Viggen. In connection with this program, Minneapolis-Honeywell was selected by SAAB to design and develop the automatic flight control system and the central digital computer memory for the 37. In addition, Honeywell is providing assistance in the computer programming and avionics integration. Apart from the actual development work with the design and manufacture of robust and durable computers, the work includes the production of programming aids, test and service equipment and adaptation of the basic material for series production. Since the computer is to be airborne, its design is compact and miniaturized.

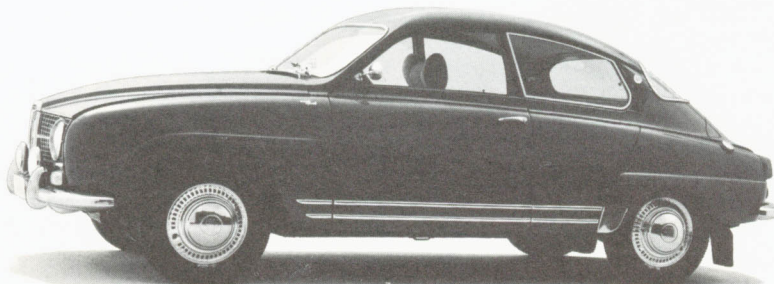
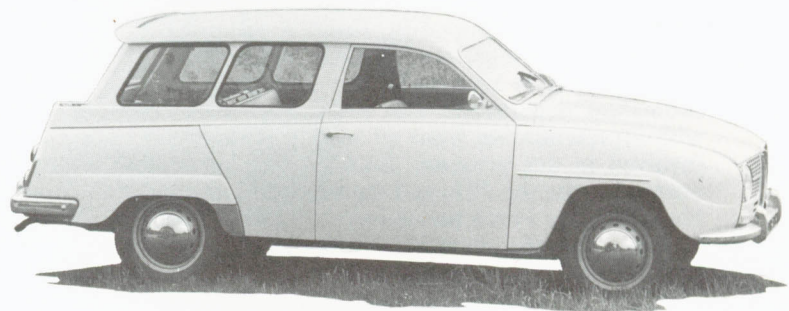
The SAAB J37 Viggen is another modern and advanced type fighter aircraft SAAB is to manufacture for the Swedish Air Force. Since the end of World War II, SAAB has supplied to their Air Force three different types of jet aircraft. As a result, SAAB is considered one of the leading military aircraft manufacturers in the world.



SAAB . . . is safe



SAAB . . . is solid



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SAAB . . . is stable

## SAAB CONTINUES TO EXPAND

The distance between the small city of Trollhattan—home of trolls and SAAB automobiles—and New Haven, Conn., is over 3,000 miles as the car carrying ships travel. The distance from Trollhattan to the U. S. West Coast is more than twice as long.

These are long roads for a new car to travel—even if the motor isn't running—in order to reach its ultimate consumer, the U. S. drivers. And these are distances that SAAB has been very mindful of in its development of the U. S. automobile market.

SAAB started very gradually in the United States, from a base as near Trollhattan as possible, Boston, Mass., this in order for the supply lines never to become overextended.

The first SAAB market was centered around Boston and encompassed only the New England states later stretching southward along the coast. As this market developed, the SAAB service and spare parts facilities developed along with it—always with an eye on the need for ready supplies of service and spare parts. This was one of the reasons for SAAB's move to New Haven, and also for the establishment of spare parts and service depots in Jacksonville, Florida and Milwaukee, Wis.

But the appeal of the SAAB cars apparently knows no marketing limits. There are SAABs in many areas where neither service nor spare parts facilities are available—and where the interest in the SAAB car is gaining momentum steadily.

One such area that became ripe for further

development a few years ago was the Rocky Mountain states, where an independent distributor is now active and where a large spare parts and service department is maintained.

Thus the SAAB marketing territories have steadily grown—always with the supply lines being maintained and supported.

This Summer yet another step was taken—to the U. S. West Coast—as SAAB Motors established a depot for cars, parts and service in Portland, Oregon. Yes, first parts and service, then dealer appointments. Since July about 10 dealers have been appointed in the states of Oregon and Washington and more are chomping at the bit, just waiting for final approval. These dealers will receive their SAAB cars from the Portland depot, the cars being shipped there directly from Sweden, just as they are shipped to Jacksonville, Florida, for the South, and to Houston, Texas, for the Rockies. Portland is right now the terminal of the long supply line, a supply line that now is over 6,000 miles long, but still carries all vital goods and activities. Just an example: The first SAAB mechanics Service School is right now being started in Portland, Ore., a four-day school session where mechanics from the Northwest dealerships are receiving their training in the care of feeding of SAABs.

The next step is southward. It will lead to the great state of California and when that step is taken SAAB will truly be nationwide—nationwide in a way that insures that all supply lines are fully maintained regardless of the distance.



4-13 AUTOMOTIVE NEWS  
WKLY. 45,500

Triumph-Saab  
Engine Contract  
Wins Ratification

BUSINESS ABROAD

Saab sets up a new

Saab Adopts  
ID Cards to Aid  
Owners, Dealers

NEW HAVEN, Conn.—Saab Motors Inc. has adopted

LANCASTER NEW ERA  
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Improved SAAB  
Strong And Reliable

A longer, more elegant front end. HONOLULU, Hawaii—SAAB announced the signing of a five-year marketing agreement covering the distribution and sale of business and scientific computing systems. SAAB will represent Honeywell in Sweden, Denmark and Honeywell will

Swedish made  
landed  
jets for

Saabs Float Away

DENVER.—Flood waters damaged 37 Swedish-made Saabs, belonging to Rocky Mountain Saab Inc., here. Some of the vehicles floated two miles downstream before being recovered. Dealer Ward Catron said it will cost approximately \$48,000 to repair cars, which will then be sold with options to buy after two

SAAB  
IN THE  
NEWS  
1965

Swedes

Change

Swedish-made SAABs in Oregon and fall have been distributors, New York, Monte Carlo

SAABs  
ANALYSES

FOR SAAB

the more powerful

Swedish

The Saab 305A air-ground guided missile equips Sweden's Saab A37 and A60. After launch, this missile is radio-guided by the pilot of the aircraft, using a special control column. The solid-propellant motor has acceleration and cruise phases. Length of the missile is 11.5 ft., diameter 12 in. and wingspan 2.6 ft. Launch weight is given as 660 lb.

Air Force

Triumph Continental  
Gets SAAB Franchise

Sport

The Overseas Weekly

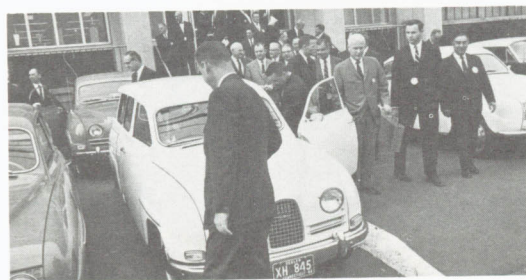
4-51 NORTHWEST MOTOR

SAAB to Bow in Northwest

it's a big winner in rally

its Motors

Stresses Safety



## *1964 Program*

Tours of SAAB New Haven Facilities

Welcome by Mr. Ralph T. Millet, President, SAAB Motors, Inc.

Films: Speed On Ice  
Unloading of 1965 SAAB cars

SAAB Caravan to Sachem Country House, Guilford, Conn.

Luncheon

Speakers: Mr. Richard E. Catron, President, Rocky Mountain SAAB, Inc.  
Mr. William G. Nagle, Vice President, First National City Bank  
of New York

Mr. Edward M. Gaillard, Chairman of the Board, Union and New  
Haven Trust Company

Mr. Laurence C. McQuade, Deputy Assistant Secretary for Financial  
Policy, U. S. Department of Commerce

Master of Ceremonies: Paul D. Landersman, Assistant Sales Manager, SAAB  
Motors, Inc.

Honored Guests:

Mr. Erik Fris, Chairman of the Board, SAAB Motors, Inc.

Admiral Thomas C. Becknell, Jr., (USN-Ret.), Executive Vice  
President, New Haven Terminal

Mr. Earl P. Christensen, Partner, Price, Waterhouse & Co., Stam-  
ford, Conn.





SAAB MOTORS, INC.  
OPEN HOUSE — BANKERS' DAY  
OCTOBER 19, 1965

*1965 Program*

Tours of SAAB New Haven Facilities

Welcome by Mr. Ralph T. Millet, President, SAAB Motors, Inc.

Luncheon — Donat's Restaurant — Milford, Connecticut

Speakers: Mr. Alv Elshult, Director of Finance, SAAB Aktiebolag, Linköping,  
Sweden

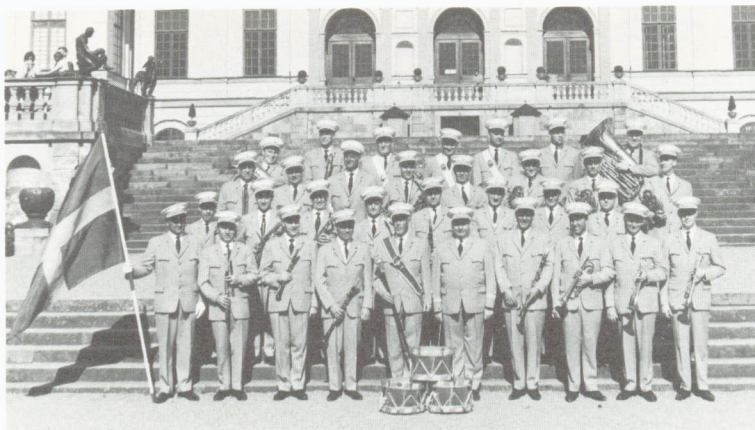
Mr. Thomas F. Creamer, Vice President, First National City Bank of  
New York

Mr. Ira Milton Jones, Patent Attorney, Milwaukee, Wisconsin

Master of Ceremonies: Paul D. Landersman, Assistant Sales Manager, SAAB  
Motors, Inc.

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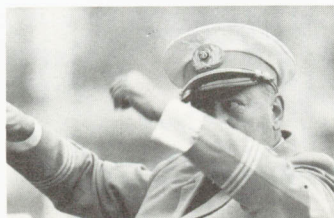
on the

and at

**NEW HAVEN  
GREEN**

**WILBUR CROSS  
HIGH SCHOOL**

**SEPT. 20, 1965**



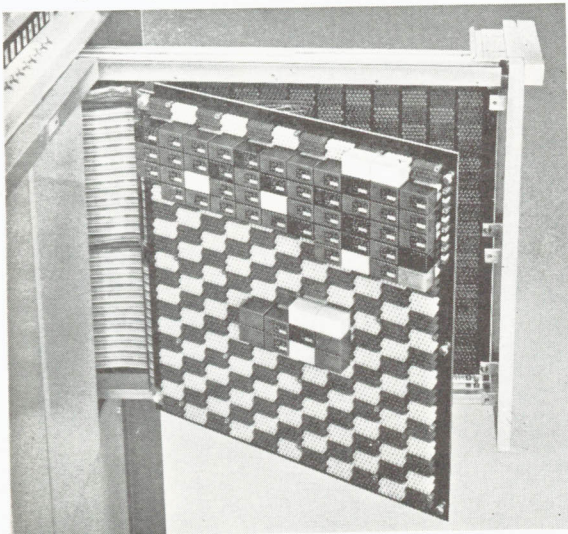
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in a  
SAAB**

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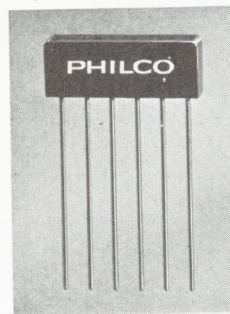
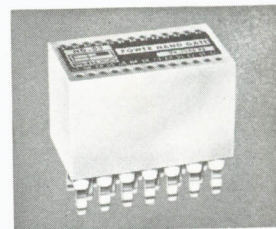
10,000 circuits. We are prepared to furnish complete software, including computer tapes for automatic wiring of your system. We think it's an unbeatable modular system for ground computers, command, timing, input/output, data acquisition and processing, automated check-out, safety monitoring, and mobile equipment.

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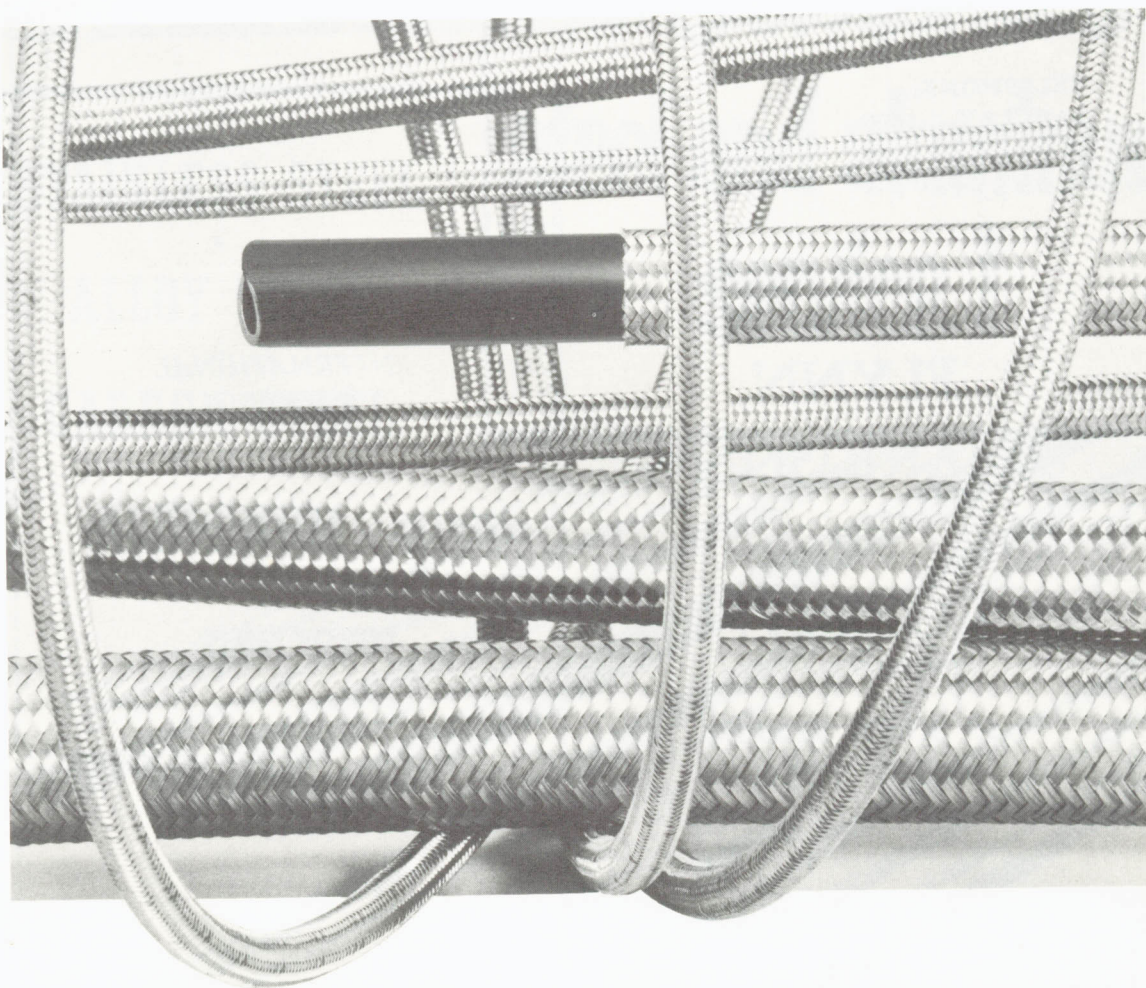
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# FRASSE

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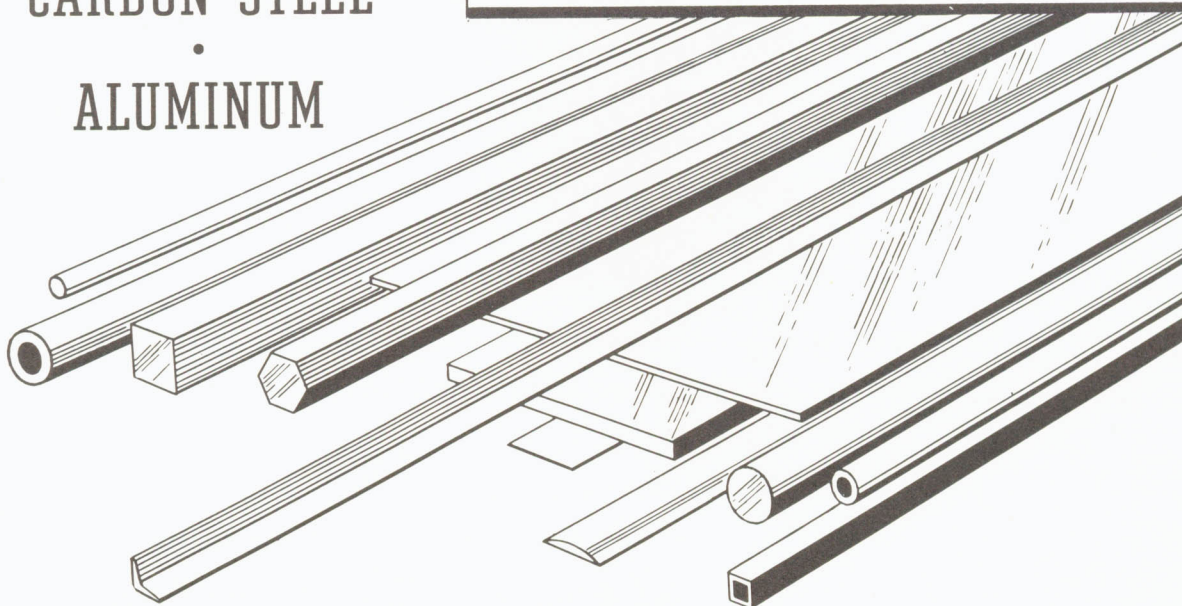
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