

THE INDUSTRIAL ELEC-TRAK LINE

A <u>NEW</u> MARKET

OPPORTUNITY

FOR

ELEC-TRAK TRACTOR

DEALERS

THE MARKET

INDUSTRIAL

- . . . One billion dollars annually
- . . . 35-40% Electric and growing

COMMERCIAL COMPERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMMERCIAL COMPERCIAL COMPERCIAL COMPERCIAL

- . . . \$20 Million annually
- . . . Electric Small percantage
- . . . Good opportunity for penetration

OCCUPATIONAL SAFETY & HEALTH ACT

- ...Effective April 28, 1971
- ...Outlines safety and health standards for employers
- ...Controlled and monitored by Labor Department
- ...Certain of these standards pertain to industrial vehicles

OSHA REQUIREMENTS FOR INDUSTRIAL VEHICLES

- . . . All industrial vehicles purchased after February
 1972 must meet ANSI standard B56.1
- . . . These vehicles must bear "E" label from a National
 Testing Laboratory

ELECTRIC VEHICLES ARE THE SOLUTION

- . . . High interest in electric due to new legislation concerning environment and safety.
- . . . OSHA, Clean Air Act, Noise Control Act, provide new rigid standards for employers.
- . . . Unions, employees, and communities are demanding safe, quiet, fumeless equipment.
- . . . Manufacturers/Employers want equipment that meets standards.

nulluing construction

Many others

THE I-5 INDUSTRIAL TRACTOR AND ATTACHMENT SYSTEM OPENS VAST NEW MARKETS

- Warehouse Material Handling
- Airports
- Shopping Centers
- Hospitals and Institutions
- Factory Material Handling and Transportation
- Schools, Colleges, and Universities
- Building construction
- Many others

I-5 SPECIAL PEATURES

Industrial Orange color

THE I-5 INDUSTRIAL TRACTOR

- Complies with OSHA specifications (Occupational Safety and Health Act)
- First to meet Factory Mutual "E" label requirements

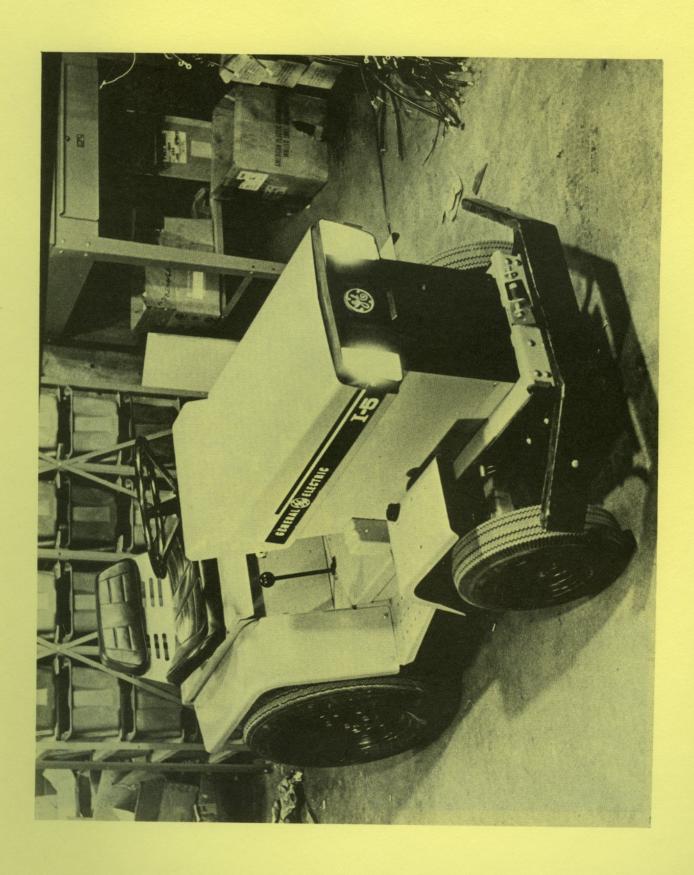
- A year-around selling opportunity
- Boosts Elec-Trak Sales/exposure

I-5 SPECIAL FEATURES

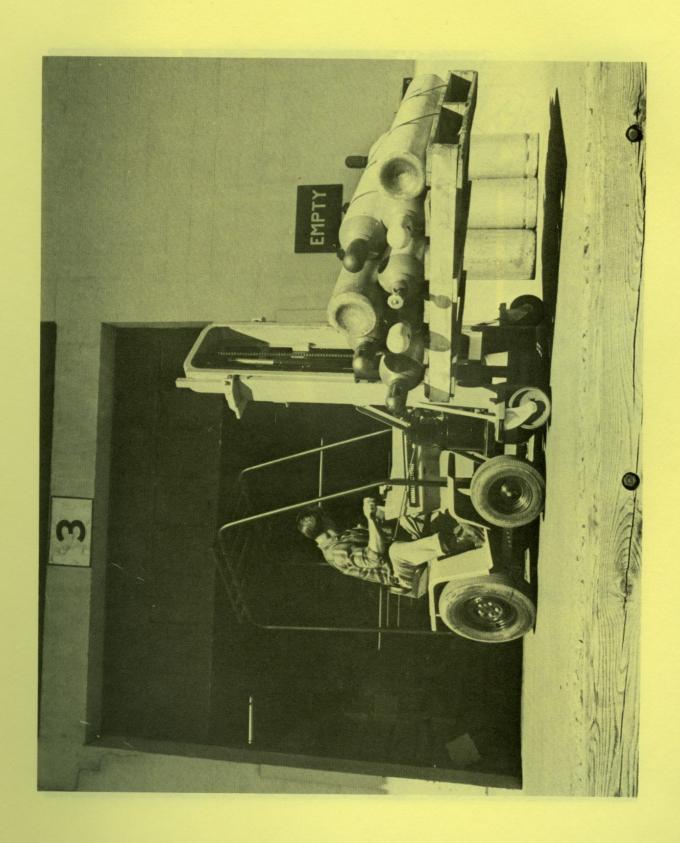
- Industrial Orange color
- Special motor terminal protection
- Metal wiring harness protective plate
- Four-ply truck tires
- Rear PTO plug (under right rear fender)
- Horn
- Heavy duty spring pin hitch
- Front fenders
- Heavy duty front bumper and implement mounting bracket
- Adaptability for overhead guard
- Special E-label industrial nameplate

THE PRODUCTS

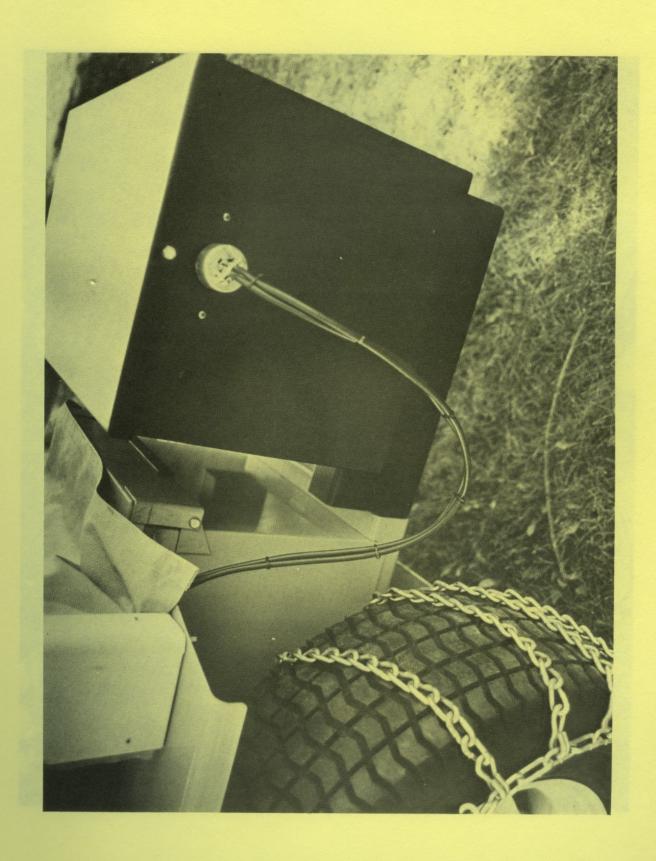
- I-5 Industrial Tractor
- Fork lift attachment
- Overhead guard
- 40" Bucket loader
- Auxiliary power pack
- Arc welder and kit
- Maintenance Cart Conversion Kit
- Trash compactor
- Hard surface & Indoor Vacuum
- Sweepster/electric motor drive kit
- Hudson sprayer
- Personnel carrier
- All home and garden attachments

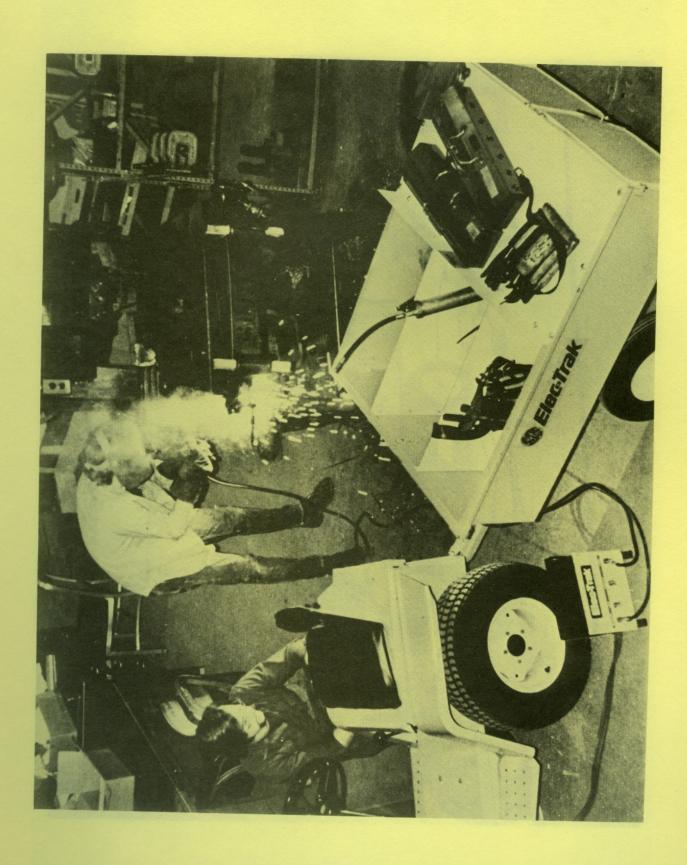


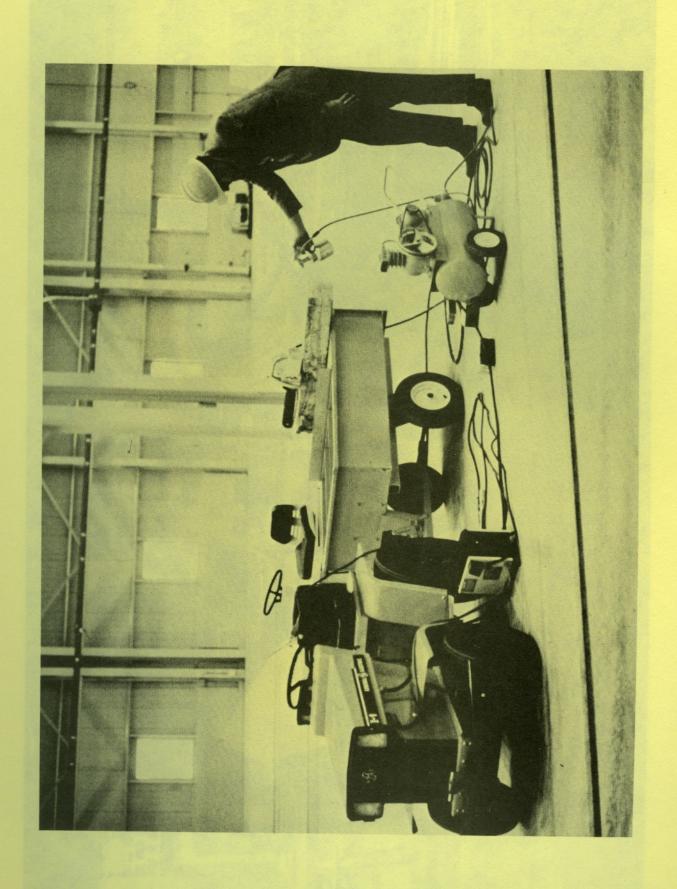


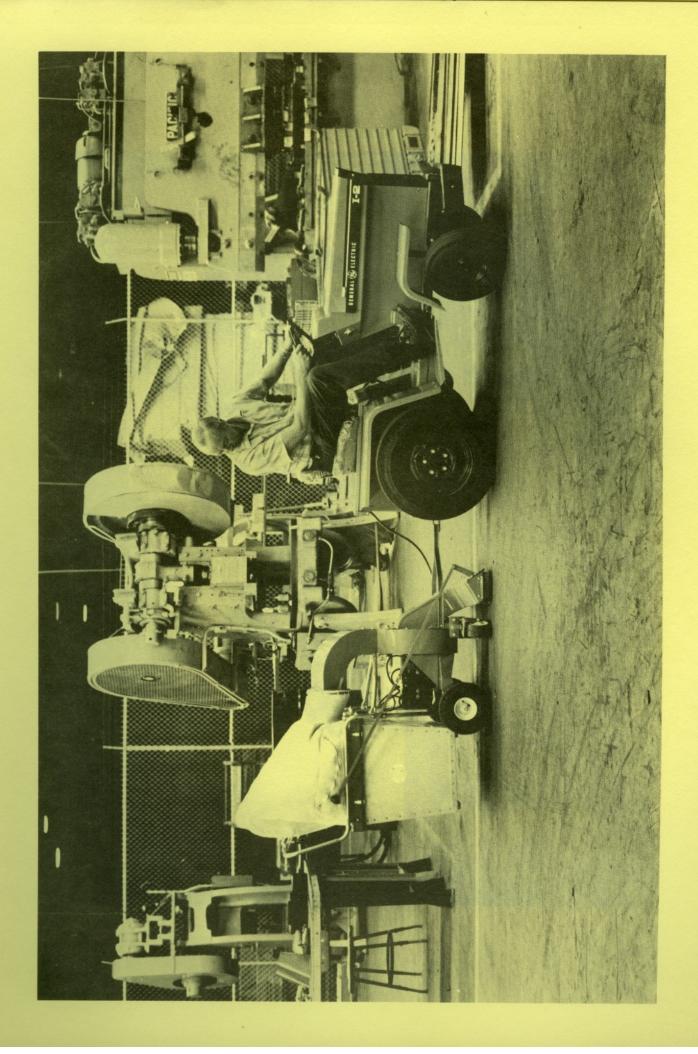


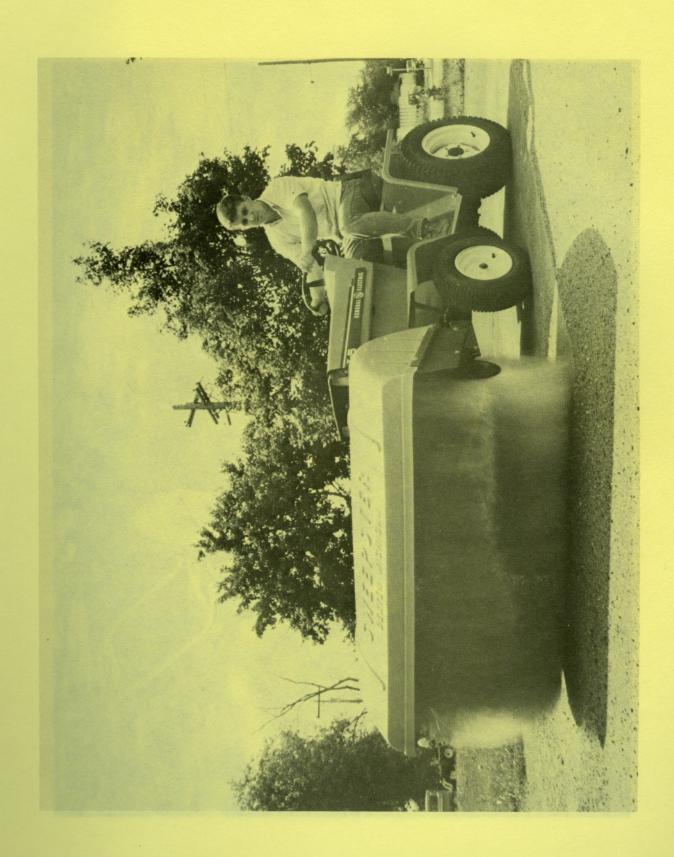


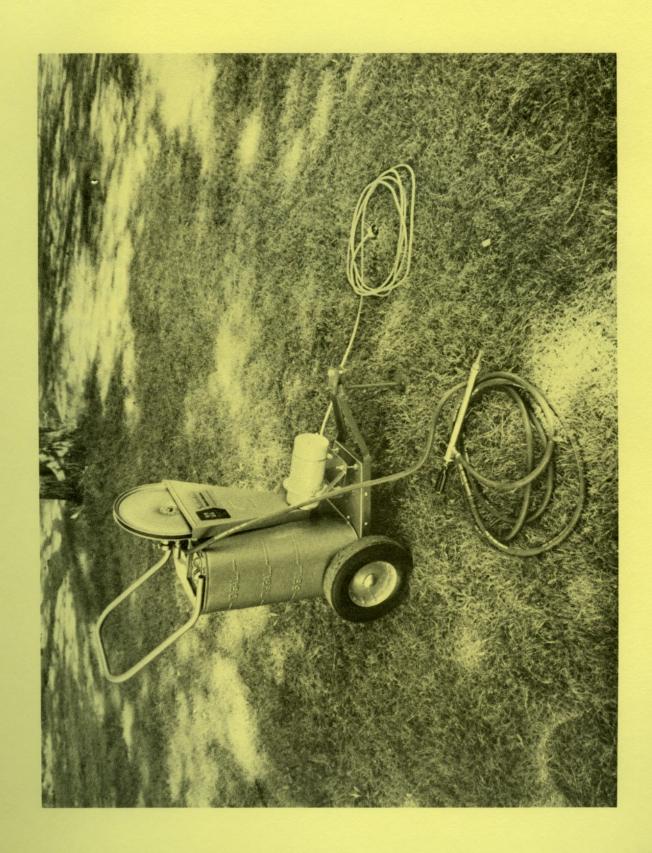












AVAILABLE TO ALL ELEC-TRAK DEALERS

MINIMUM PRODUCT PACKAGE

- Two (2) I-5 Industrial Tractors
- One (1) Fork Lift Attachment with Overhead Guard
- One (1) 40" Bucket Loader
- One (1) Auxiliary Power Pack
- One (1) Welder and Kit
- One (1) Maintenance Cart Conversion Kit (and cart)
- One (1) Double Seat

INDUSTRIAL PRODUCTS INTRODUCTORY PROGRAM

Dealers purchasing the Minimum Industrial Product Package will be eligible for the following introductory program:

DEMONSTRATORS

Each dealer who takes the minimum product package (two or more units) will receive one unit at 50% off list.

- On all I-5 Elec-Trak tractors ordered now, that are sold and paid for by March 31, 1973, a \$200 bonus credit will be issued the dealer.
- A \$100 credit will apply on above units (and orders by December 31, 1972) if sold and paid for between April 1 and December 1, 1973.
 - Dealer must supply tractor serial number and copy of sales invoice to the General Electric Company in order to receive credit. No bonus will be paid on demonstrator units.

Dealers who purchase the Minimum Industrial Product Package will receive 50-50 Co-op on approved Industrial advertising plans as outlined in the 1972-1973 advertising program.

ractors sold are due within five (5) days

TERMS OF PAYMENT

- . . . Due six (6) months from invoice
- . . Additional six (6) months at published finance rate/payable monthly
- . . . Tractors sold are due within five (5) days

I-5 NATIONAL PRODUCT INTRODUCTION

- Introduced this fall via comprehensive news releases to 25 major trade publications
 - Plant Engineering Iron AGG
 - Factory - American Industry etc.

. . . News releases to major newsprint

- New York Times - Metalworking News

- Wall Street Journal - Journal of Commerce

. . . News releases to targeted locations where industrial Elec-Trak dealers exist.

. . . All inquiries passed to dealers

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INDUSTRIAL/COMMERCIAL ELEC-TRAK TRACTOR

INTRODUCTION

A. THE INDUSTRIAL/COMMERCIAL MARKET

The U.S. market for industrial trucks (lift trucks, tow vehicles, maintenance vehicles, etc.) is approximately one billion dollars annually. Electric vehicles have about 35-40% of this rapidly growing market.

The commercial market for compact tractors is estimated at about \$20 million annually. Electric vehicles have only a small percentage of this market and opportunities are unlimited for penetration. Typical commercial applications are mowing, snow removal, towing, vacuuming, lifting, loading, etc.

B. ECOLOGICAL TRENDS

One basic reason for the increased interest in electric powered vehicles is the current pressure from legislation concerning noise/air pollution and safety controls.

. . . . The Occupational Safety and Health Act, Clean Air Act, and Noise Control Act are three current pieces of legislation providing rigid standards that must be met by industrial/commercial employers.

. . . . The increased pressure from unions, employees, the government, and the community for safe, quiet, fumeless equipment is forcing manufacturers and employers to purchase only equipment meeting all new requirements and standards.

C. OCCUPATIONAL SAFETY AND HEALTH ACT

This act, referred to as OSHA, was passed into law and became effective on April 28, 1971. It provides safety and health standards which must be adhered to by employers. Adherence to these standards is controlled by the Labor Department who also monitor compliance and administer inspections.

Certain portions of OSHA standards apply to powered industrial vehicles. They state that all industrial vehicles acquired after February 1972 must comply with the American National Standard for Powered Industrial Trucks (ANSI B56.1). Also, these vehicles meeting the ANSI standards must bear a label from an approved testing laboratory. These labels can be obtained from two sources:

- . . . Underwriters Laboratory
- . . . Factory Mutual Engineering Corporation

OPEO applied for and has received an "E" label on the new I-5 Elec-Trak industrial tractor from Factory Mutual Engineering Corporation after months of testing and a considerable redesign and additional parts.

D. "E" LABEL

The "E" label designation means the equipment has the required fire protection safeguards and meets ANSI standards for most industrial locations.

E. WARRANTY

The following warranty applies to all industrial/commercial sales:

WARRANTY

ELEC-TRAK INDUSTRIAL TRACTOR

General Electric Company warrants that it will repair or replace without charge, F.O.B. factory, any part of the Elec-Trak tractor with which this warranty is furnished which proves to be defective in material or workmanship within 90 days following the date of sale to the original purchaser for use. This warranty does not apply to the power pack, which is separately warranted, nor does it apply to any repair or replacement made necessary by improper use or maintenance, or by abuse or accidental damage.

The foregoing warranty states the entire obligation of General Electric Company with respect to said products and is in lieu of any and all other warranties, express or implied. No warranty of merchantability or fitness for a particular purpose shall apply. In no event will the Company be liable for indirect or consequential damages.

F. PRODUCT INTRODUCTION

The industrial Elec-Trak line will be formally introduced early this fall to the industrial/commercial market via comprehensive news releases. Releases will be distributed (in person to major publications) to over twenty-five (25) select trade publications with a total circulation of over 1,140,000, and to major newspapers; such as, The New York Times, The Wall Street Journal, Metalworking News, and The Journal of Commerce.

Releases will also be sent to targeted market locations where industrial Elec-Trak dealers exist. All releases will consist of photos and descriptions of the new equipment along with many different application highlights. All inquiries from this introduction will immediately be forwarded to the industrial/commercial dealer closest to the inquiry's source.

NOW: LET'S GET DOWN TO SELLING IN '73

s the than 50% choose Elec-Trak

Therefore.

THE NEED

TO PRESELL ALL TRACTOR PROSPECTS WITH THE ELEC-TRAK STORY!

In Dealerships where prospects know the facts and drive the Elec-Trak tractor

More than 50% choose Elec-Trak

Therefore. . . .

GE IS WILLING TO SPEND UP TO \$200 per TRACTOR

TO HELP YOU PRESELL THE CUSTOMER IN 1973

IN

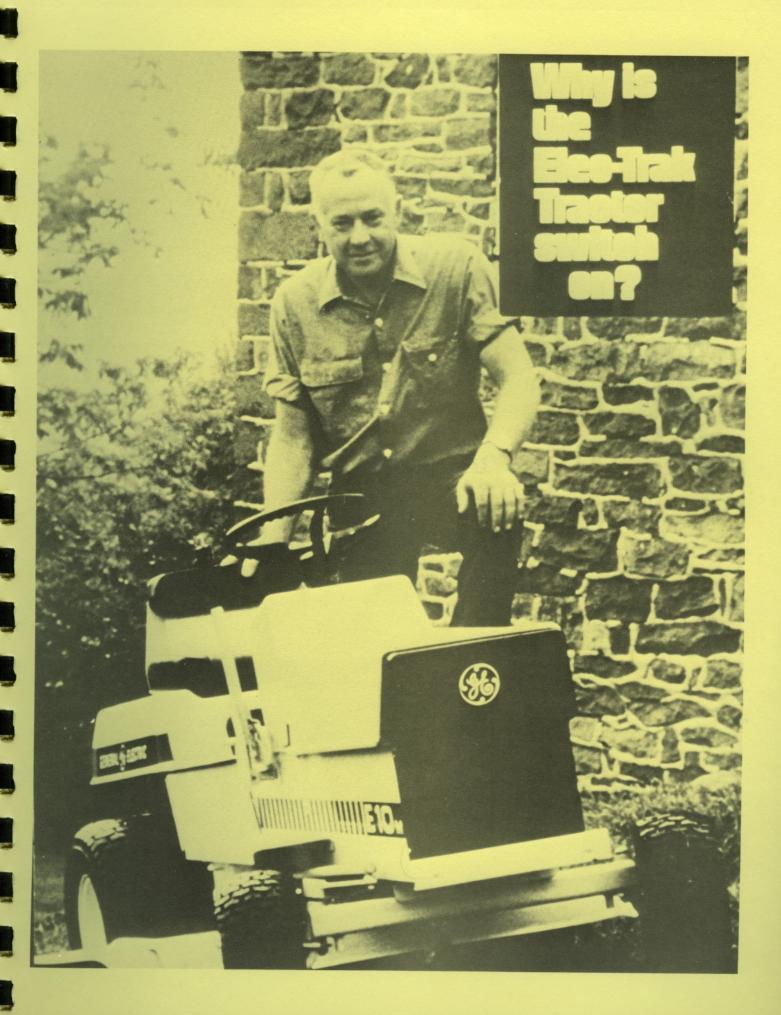
A

MASSIVE

NATIONAL/REGIONAL/LOCAL

ADVERTISING

PROGRAM



ELEC-TRAK AWARENESS

TV Spots

- When the tractor buyer watches

FOR

ELEC-TRAK AWARENESS

Radio Spots

- Drive Time

ELEC-TRAK AWARENESS

National Newsweeklies

- Local Identification

THE FULL ELEC-TRAK STORY

- Newspaper Feature Inserts

- 8 page/4 color

Direct Mail

One acret Let Sween

THE FULL ELEC-TRAK STORY

- Direct Mail

- One acre+ Lot Owners

THE FULL ELEC-TRAK STORY

- Extensive Dealer Literature

- 8 Page/4 color brochure

"WHERE TO BUY IT" REMINDERS

Unlimited Co-op Budgets

- Economical-Multi-Insert Newspaper copy
- Radio Spots
- TV Dealer ID
- Direct Mail Materials
- Point of Purchase Eyecatchers

DEALER LITERATURE

- Quantities geared to sales plan available free now!
- 1973 literature will be distributed at winter/spring
 1973 meetings.
 - Keyed in to national advertising program
- Additional reasonable quantities available on written request

HERE

ARE THE

DETAILS!

Massill in late winter

Resell in early soring

Keep selling through the season

THIS MASSIVE SELLING PROGRAM

- Will reach more than 30 million adult consumers
- And. . . be directed at those buyers who can buy a tractor.
- Feature local identification of you
- Presell in late winter
 - Resell in early spring
 - Keep selling through the season

But

- We are putting our money where there are tractors that can be sold!
- We'll bet (and give heavy odds) on the success of dealers who stock to meet their potential

#####

• If you bet on Elec-Trak we'll back you—all the way!

1973 GE ADVERTISING COMMITMENT

- up to \$200 per tractor ordered

Depending on each dealer's:

- Sales Plan Order

Base Level or Growth Level

- Market Opportunity
- Present Inventory

NOW:

To Boost late '72 Sales

ORDER ROWL

• 1972 FALL/WINTER "BEST BUY" PROGRAM

- September 10-December 31, 1972
- 50% off on fall/winter attachments and accessory group.
- Create more sales
 - Dealers can sell at cost or give away as sale tie-in
 - Payment due by January 10, 1973

- ORDER NOW! -

1972 FALL/WINTER "BEST BUY" PROGRAM PRODUCTS AVAILABLE

	Suggested List	Dealer Cost
Enclosed Cab (AG55) available for models E12, E15, E20	\$187.00	\$93.50
Small Enclosed Cab (AG 54 available for models ElOM and E8M	119.00	59.50
Lawn Sweeper (AS31), available for all models	143.00	71.50
Chain Saw	178.00	89.00
Dump Cart	119.00	60.00

AND. . . .

WHAT ABOUT CO-OP ADVERTISING?

NOT ENOUGH OF YOU USE IT TO FULLEST

YOU HAVE TO PROMOTE TO SELL!

For September 1, 1972 to September 1, 1973

<u>UNLIMITED</u> 50/50 CO-OP ON APPROVED PLANS!

- We will supply forms
- Let us help you plan for the most result per \$\$



1972-73 FALL ORDER PROGRAM

RESPONSIVE TO YOUR NEEDS

1972 - 1973 FALL ORDER PROGRAM

Responsive to Dealer's Needs

Liberal Terms

- s 5% Cash Discount
- Inventory Redating Retail Sales Bonus
- Old Product Updating Free Mower Option

 - Demonstrator Program

- LIBERAL TERMS -

TERMS OF PAYMENT - ALL TRACTOR PURCHASES

1972 Fall Orders

- No Finance Charge with payment due June 10, 1973.
- Additional deferral of payment for unsold equipment, upon request, until December 10, 1973 at the published finance rate.
- Finance Charges payable monthly.
- All tractors sold are due and payable within five (5) days of sale.

All firm dealer orders placed at the Sales Meeting, for shipment at General Electric option, which meet or exceed the minimum sales plan will be eligible for the following programs.

the same as the new tractor order)

redated will be rebilled at prices

effect.

charges accumulated on this inventory

paid by Actober 10, 1972 to permit

****** T 0 0

INVENTORY REDATING OPTION

Dealers have the option of redating all or any portion of the units left in their inventory at the time of the sales meeting.

- Units redated will carry June 10, 1973

 dating (the same as the new tractor order)
- Units redated will be rebilled at prices now in effect.
- Finance charges accumulated on this inventory must be paid by October 10, 1972 to permit the redating.

UPDATING OF PRODUCT IN INVENTORY

Special update kits available at low cost to update all inventory to 1973 appearance.

1972 SPRING BEST BUY REWRITE OPTION

Any units ordered under the above program and not sold to date, may be rewritten as a <u>new</u> order and will receive the prices, terms, and incentives as outlined herein just as if ordered at this sales meeting. (Only applies to dealers who purchased under above program.)

ALSO:

A RETAIL SALES BONUS

FOR 1973

RETAIL SALES BONUS PLAN

- Tractors sold at retail January 1-May 10, 1973.
 - \$75 bonus per tractor to dealer.
- Units sold at retail May 11-July 10, 1973
 - \$50 bonus per tractor to dealer.

OPTION

• Alternately, the same bonus rebate will be available on <u>all</u> tractor units sold even if over the qualification limit, <u>if a free mower or attachments</u> of equivalent value is given away as a condition of sale.

(January 1-July 10, 1973)

(Copy of sales slip with Delivery Report)

Any "free mower" program is up to dealer

— No advertising by GE

RETAIL SALES BONUS PLAN

- Orders must meet the sales plan
- Number of units ordered and received as shipped at GE option will determine the total number of units per dealer that qualify for retail bonus.
- Dealer account must be current.
- Dealership must be represented at new 2 day Service
 Schools

(Retail sales bonus does not apply to E8M Model)

Spring "Best Buy <u>Rewrite</u> Option" units rewritten at 1973 prices will receive full bonus credit just as if ordered at the sales meeting.

AND

AN ADDITIONAL

5% CASH DISCOUNT

On all new orders paid for by
December 10, 1972

DEMONSTRATOR PROGRAM

Orders meeting the sales plan will entitle the dealer to purchase one special demonstrator tractor and mower for each four (4) units ordered. These units will be in new condition but may have been on display or demonstration previously.

 Demonstrator units will be priced at 50% off list price. DEMONSTRATOR PROGRAM

- Payment due 10th of month following shipment.
- Additional demonstrator tractors and attachments
 as available may be ordered subject to allocation
 on a basis proportional to the 1972 fall order.
- 4 years of normal 5 year battery warranty will apply (1 year full replacement, 3 years pro rata).
- No tractor warranty will apply.

"THE SWITCH IS ON!" 1972-73 ELEC-TRAK DEALER PROGRAM

- Massive customer preselling campaign
- New selling literature in quantity
- New product styling
- Industrial Elec-Trak + profits
- E8M Added range + leadership pricing
- E8M Heavy duty performance
- 50% more range available on large tractors



ORDER NOW

1972 FALL/WINTER "BEST BUY" PROGRAM

QUANTITY		SUGGESTED LIST	COST
	ENCLOSED CAB (AG55), AVAILABLE FOR MODELS E12, E15, E20	\$ 187.00	\$93.50
	SMALL ENCLOSED CAB (AG54) AVAILABLE FOR MODELS E10M AND E8M	119.00	59.50
	LAWN SWEEPER (AS31), AVAILABLE FOR ALL MODELS	143.00	71.50
	CHAIN SAW	178.00	89.00
	DUMP CART	119.00	60.00
	ENCLOSED CAB (AG55) AVAILABLE FOR MODELS E12, E15, E20	187.00	93.50
	DEALER	NAME	68 23 A1
	BY (AUTHORIZED SIGNATURE)		
	DATE		

Connecticut Massachusetts New Hampshire Rhode Island Vermont

PARTIAL STATES:-

New Jersey -- All Counties North of & Including-

Middlesex

(Balance See Zone 2)

Morris Somerset

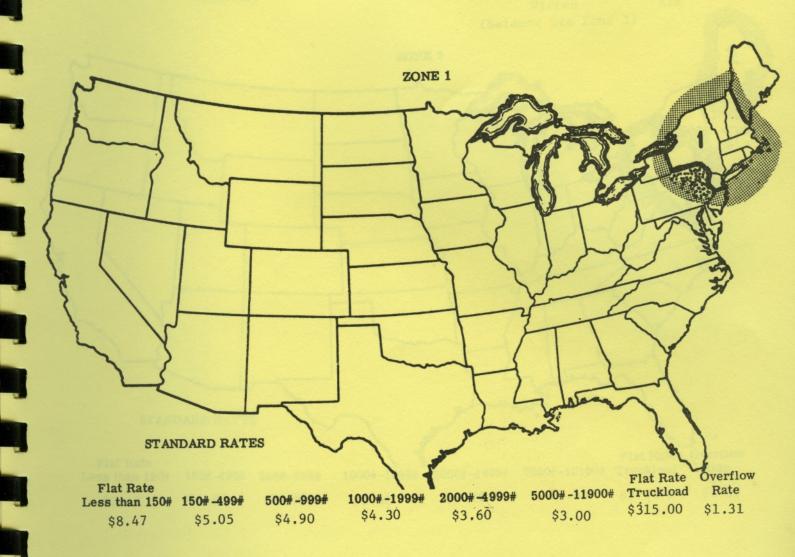
Warren

New York - All Counties East of & Including-

Ontario

Steuben

(Balance See Zone 2) Wayne



Delaware District of Columbia Maine

Washington, DC

New York - All counties West of & including: Monroe Livingston Alleghany

PARTIAL STATES

Maryland - All counties except - Allegany Garrett

New Jersey - All counties South of & Including -

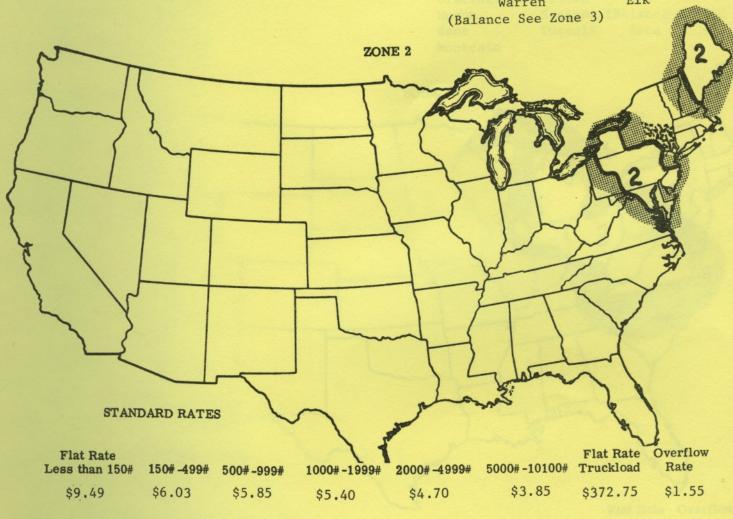
Monmouth Hunterdon

(Balance See Zone 1) Mercer

Pennsylvania - All counties East of & Including -

Blair Forest Cambria Fulton Clearfield Huntington

E1k Warren



West Virginia

Virginia - All counties East

Craig

Henry

Franklin

of & Including -

PARTIAL STATES:-

(Balance

See

PARTIAL STATES:-

Indiana - All counties North-East of & Including -

Fulton Miami

Grant Porter (Balance See Delaware Starke Zone 4)

Lake Wayne

Illinois - Counties of - Cook Kendall (Balance

Dupage Lake See Kane Will Zone 4)

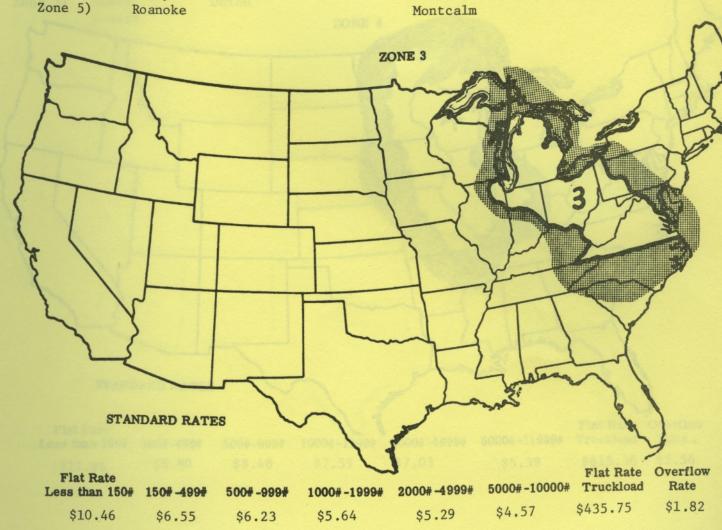
Maryland - Counties of - Allegany (Balance See

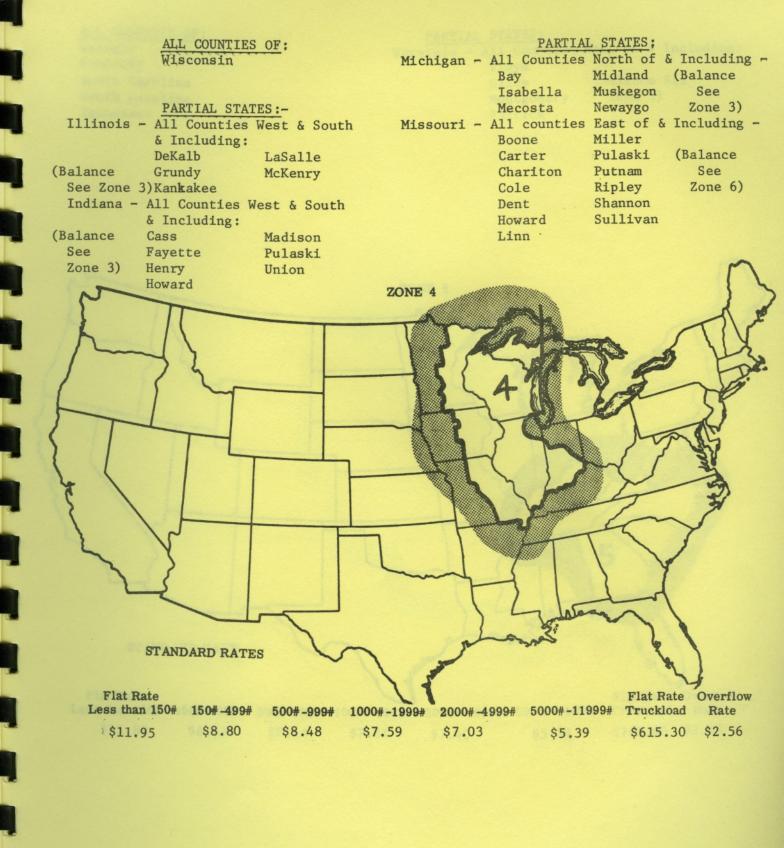
Garrett Zone 2)

Michigan - All counties South of & Including -

Gratiot Ottowa

Huron Saginaw (Balance See Kent Tuscola Zone 4)





ALL COUNTIES OF: Georgia Kentucky North Carolina

South Carolina

Tennessee

PARTIAL STATES:

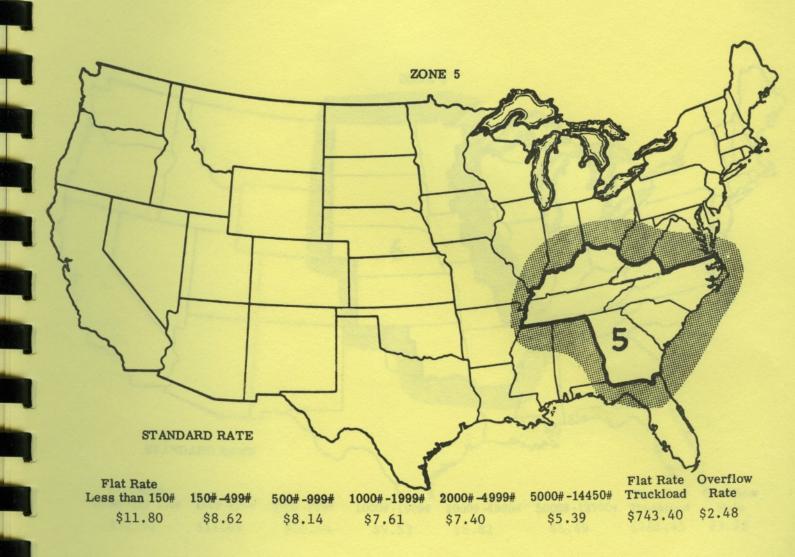
Virginia - All Counties West of & Including:

Floyd

Giles Montgomery Zone 3)

(Balance See

Patrick



Kansas Oklahoma

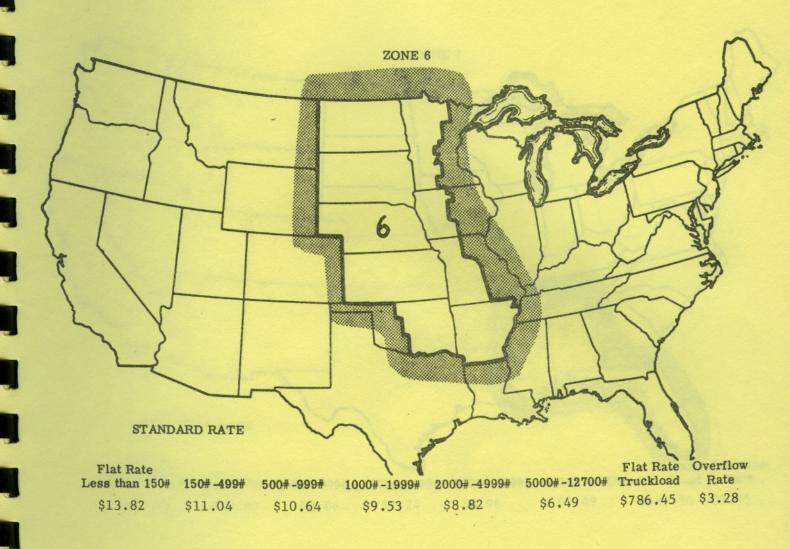
DISTRIBUTORS:

Arkansas Iowa Minnesota Nebraska North Dakota South Dakota PARTIAL STATES:-

Missouri - All counties West of & Including -

Camden Mercer
Carroll Moniteau (Balance See
Cooper Morgan Zone 4)
Grundy Oregon

Grundy Oregon
Laclede Saline
Livingston Texas



ALL COUNTIES OF: Florida Alabama

DISTRIBUTORS:
Louisiana
Mississippi

