

GENERAL ELECTRIC

OUTDOOR

POWER EQUIPMENT

OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12305, Phone (518) 374-2211

May 22, 1972

To: General Electric Elec-Trak Dealers

SUBJECT: UTILITY PROMOTIONAL PROGRAMS

Our Utility Promotional Program is being implemented in many areas of the country. . . Wisconsin Power, Georgia Power, Commonwealth Edison and Boston Edison just to name a few. These utilities will advertise our product and your dealerships to all of their employees. They will also finance their employees, in some cases with no money down and no finance charge. During the next few months you will be experiencing lots of traffic from these utility employees who want to see and discuss the tractors and attachments.

Your cooperation in this program will result in a number of benefits for you both now and in the future:

1. Because the program is of very short duration, you will receive a residual effect from the promotion. Some people will just not make up their minds to buy during the promotional period but will do so at a later date.
2. The program offers excellent product exposure, not only directly to the Utility's employees, but also in the neighborhoods where the employees live and use their tractors.
3. You will have an excellent opportunity of building rapport by working with the utilities and their employees on these promotions. This will result in good word-of-mouth advertising and referrals for future business.
4. You will receive good compensation for your efforts of set-up and delivery.

How the Program Operates

We propose that all tractors and attachments be set up and delivered by the closest dealer to the "ship to" address of the sale.

1. OPEO will send a National Elec-Trak tractor promotion Delivery Form to the dealer describing the name and address of the purchaser (utility employee), the equipment purchased, and the set-up date desired.

(over)

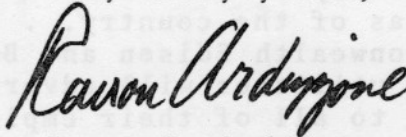


2. When you deliver the equipment, send a signed copy of the Delivery Form to OPEO. You will then receive credit for the transaction.

You will be credited for each sale according to the schedule below. (If the tractors used out of your stock carry contest points, we will replace the equipment, freight free, and the new equipment will carry contest points.)

This special promotion, coupled with your efforts in 1972, will provide a bonanza year for all of us.

Very truly yours,



Ramon D. Ardizzone
NATIONAL ACCOUNT SALES

RDA/hz