

ams INCORPORATED

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Dear Elec-Trac Industrial Dealer:

I am sending this letter to you ahead of mailing our new 3½ cu. yd compaction trailer literature and price lists, hoping that this will get your sales organization started prospecting for immediate sales by the time the balance of the sales information is in your hand.

In 1970, AMS conceived the idea of using trailer units with self-contained hydraulic compaction systems for the pickup and transportation of refuse.

Our concept is focused at the governmental agencies, multiple residential complexes, commerce and industry. We look to the organization that has a trash or refuse problem and their location. Group or company policy dictating the necessity of handling their own refuse from its origin to the ultimate disposition at a transfer station, refuse shredder or land fill disposal site.

We aim our effort at the segment of organizations which own their own fleet of pickups or trucks and who can reduce the effort and cost by being independent of a contractor or municipal refuse pickup unit.

The biggest unit potential is with the G350 electric compaction trailer for use with the General Electric Industrial Elec-Trac Tractors, material handling electric or gas industrial vehicles or the 101 various small in-plant or captive site vehicles.

This letter is being mailed to you, the industrial electric tractor dealers and supply houses, knowing that your contracts will open the greatest number of doors and the greatest sales potential in the marketing areas which I will enumerate. The market potentials which I feel should be worked diligently by your sales organizations are as follows:

1. Federal Government
 - A. Federal centers or department complexes
 - B. Armed services and institutions
 - C. Warehousing and depots
 - D. National parks and monuments
 - E. Forest service and land management recreational areas

2. State Government
 - A. State building complexes
 - B. State hospitals
 - C. State universities and colleges
 - D. State parks and beaches
 - E. State highway roadside rest stops
 - F. State forestry areas for recreation

