

# GENERAL ELECTRIC

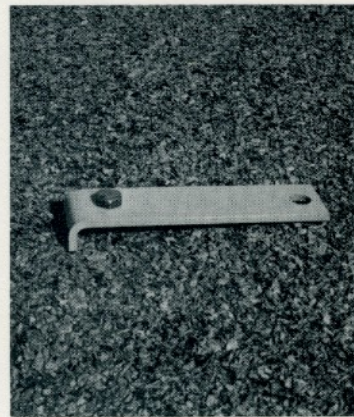
## OUTDOOR POWER EQUIPMENT OPERATION

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

Dear ELEC-TRAK Garden Tractor Owner:

As one of the first group of people to ever own an electric garden tractor, we believe you are especially interested and familiar with this product. As a thought leader and a member of this progressive group of owners, your opinions and answers to the attached questionnaire are of sincere importance to us.

In return for your response to this questionnaire, we are making a special offer available to you. This includes a Measured Battery Filler to automatically fill the ELEC-TRAK power pack with water to the proper level and an Extension Hitch that extends the hitch pin hole to a point beyond the rear of the tractor.



Please indicate

- Yes, please send:
- |   |  |
|---|--|
| <input type="checkbox"/> One Measured Battery Filler<br>(Your cost \$1.50; list price \$3.95) | <input type="checkbox"/> One Extension Hitch<br>(Your cost \$1.00;<br>list price \$2.95) |
|---|--|
- No, do not send either.

A check or money order must be enclosed with the questionnaire to take advantage of either or both offers (make payable to General Electric Company).

An envelope is provided for your convenience in returning the questionnaire.  
We wish to thank you in advance for your cooperation and reply.

Very truly yours,



J. W. Stackhouse  
Product Manager

JWS:bk  
Enc.





ELEC-TRAK Questionnaire

1. How did you first find out about the ELEC-TRAK garden tractor?

- Dealer advertisement
- News article
- Word of mouth
- Dealer open house
- Other \_\_\_\_\_ (please specify)

2. Had you planned to purchase a new garden tractor this year if the General Electric tractor were not available?

- Yes
- No
- Don't Recall

3. Which members of the family were principal participants in the decision to purchase the ELEC-TRAK garden tractor?

- Husband
- Wife
- Son(s)
- Daughter (s)
- Other

If wife, what appealed to her? \_\_\_\_\_

4. Did you discuss the tractor before purchasing it with people outside the family other than dealers?  Yes  No

If yes, who and what did they say? \_\_\_\_\_

5. Number in order of importance (using #1 first) which six items influenced you most in buying your ELEC-TRAK garden tractor.

- |                               |                             |
|-------------------------------|-----------------------------|
| _____ GE reputation           | _____ Reduced air pollutant |
| _____ Dealer reputation       | _____ Quietness             |
| _____ Dealer recommendation   | _____ Safety features       |
| _____ Because it was electric | _____ Price                 |
| _____ Pulling power           | _____ Field demonstration   |
| _____ Plug-in hand tools      | _____ Special features*     |

6. \*If you checked "Special features" please number in order of importance the six features most important to you.

- |                                    |                           |
|------------------------------------|---------------------------|
| _____ Ease of starting             | _____ Ease of refueling   |
| _____ Ease of steering             | _____ Mowing performance  |
| _____ Ease of mounting attachments | _____ Appearance          |
| _____ Ease of maintenance          | _____ Maneuverability     |
| _____ Low operating cost           | _____ Ease of operating   |
| _____ Rugged build                 | _____ Front mounted mower |
|                                    | _____ Comfortable ride    |

