

GENERAL SERVICE POLICIES

for

HUDSON and TERRAPLANE

DISTRIBUTORS

and

DEALERS

1937 Series

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GENERAL PARTS POLICIES AND INFORMATION

1937 BULLETIN SERIES

Effective October 1st

1

Number

10-1-36

Date

SUBJECT

TO ALL MASTER DEALERS

NEW BULLETIN SERIES ON CLAIMS MATTERS

This is the beginning of the Bulletin Series which will be used in connection with Claims Policy matters during the 1937 selling year.

PROCEDURES SHOULD BE ADHERED TO

In the spirit of helpfulness, we believe that it would be advisable at this particular time to call your attention to certain claims procedures which if followed will be instrumental in maintaining a smooth operation in this direction during the new sales year.

AVOID EXTRA WORK

You, of course, appreciate that failure to comply with established procedures necessitates a great deal of extra work for you, your distributor, and also ourselves in returning certificates for the needed information. It also involves unnecessary correspondence, which we know you will want to avoid.

SEND CERTIFICATES TO YOUR DISTRIBUTOR PROMPTLY

It would also be helpful to all concerned if you would make it a point to see that all claims material with certificates are sent to your distributor immediately after replacement of parts to permit him to forward them to the factory within the 30-day limitation.

FURNISH COMPLETE INFORMATION

Please furnish complete information on each claim certificate. Lack of details involves correspondence or necessitates returning certificates. This delays the passing of credits to your account.

USE FLAT RATE SCHEDULE

Use and itemize the factory flat rate schedule for every operation. Please watch this carefully because many certificates have been returned to the field to have correct details indicated.

TYPE WRITTEN CERTIFICATES PREFERRED

Typewritten claims are much easier to read and can be handled more rapidly than those filled in by hand. Please keep them clean so we can read them.

REFER TO GENERAL SERVICE POLICIES MANUAL

Further information in connection with claims procedure will be found on Page #5, Section #2 of the General Service Policies Manual.

YOUR CO-OPERATION SOLICITED

We are sure that we will receive your whole-hearted cooperation in handling all claims transactions in accordance with these provisions and likewise those outlined in our General Service Policies Manual for the 1937 selling year.

L. L. SHARON

Claims Supervisor,
Service Department.

GENERAL PARTS POLICIES AND INFORMATION

1937 BULLETIN SERIES

Effective October 1st

2

Number

10-1-36

Date

SUBJECT

TO ALL MASTER DEALERS

Subject: STABILIZER POLICY TO BE WITHDRAWN

REFERENCE

POLICY WAS
IN EFFECT
LONG ENOUGH
TO COVER
ALL CASES

POLICY
WITHDRAWN

CHECK RE-
CORDS ON
CARS NOT
EQUIPPED
WITH STABI-
LIZER KITS

CLAIM
CERTIF-
ICATES
HANDLED IN
ACCORDANCE
WITH POL-
ICY MUST
BE FILED BY
NOVEMBER 15.

Please refer to General Service Policies Bulletin No. 10 covering the policy on stabilizer kits.

The policy outlined in that bulletin has been in effect since November 23, 1935. At that time stabilizer bars became standard equipment in production; therefore only those cars of earlier production were without bars.

The number of kits or bars shipped from our parts department in the last few months indicates that practically all cars originally without them have had installations effected. Consequently, we believe that this policy has, in the main, served its usefulness and it, therefore, will be withdrawn as of October 30, 1936.

We would, therefore, suggest that you review your records and if you know of any cars that are not equipped with stabilizers contact the owners and make arrangements to have a stabilizer kit installed on the cars. It is our desire to clean up this situation 100% by October 30, 1936.

All claim certificates covering claims transactions handled prior to October 30, 1936, must be in the factory by November 15, 1936.

L. L. SHARON

Claims Supervisor
Service Department.

GENERAL PARTS POLICIES AND INFORMATION

1937 BULLETIN SERIES

Effective October 1st

3

Number

3//1/37

Date

SUBJECT

DISCONTIN-
UANCE OF
GOODYEAR
TIRE &
RUBBER
COMPANY'S
SPECIAL
WARRANTY

TO ALL MASTER DEALERS

We have received word from The Goodyear Tire & Rubber Company to the effect that their SPECIAL Warranty on all sizes and types of Goodyear tires was discontinued on February 25, 1937.

This means that all Goodyear Tires sold on and after February 25, 1937, either as replacement or as original equipment on new cars, will be subject only to the Goodyear Standard Warranty, which reads as follows:

"Every tire of our manufacture bearing our name and serial number is warranted by us against defects in material and workmanship during the life of the tire to the extent that if any tire fails because of such defects, we will either repair the tire or make a reasonable allowance on the purchase of a new tire."

The Goodyear Tire & Rubber Company further report that special warranty claims on tires sold prior to February 25, 1937, when presented within the warranty period, will be honored.

We understand from Goodyear that other tire companies have adopted the same policy and standard Warranty as herein mentioned.

In view of the withdrawal of this Special Warranty by Goodyear, the Factory will, of course, discontinue the practice of placing copies of this form in the locker box compartment of cars. This action on their part also necessitates the cancellation of that section of General Claims Policies on pages 17 and 18 under the heading "Goodyear Tire & Rubber Company's Guarantee."

L. L. Sharon

Claims Supervisor
Service Department

LLS:L

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO
ASSOCIATE DEALERS AS BULLETIN NO. 1)

GENERAL PARTS POLICIES AND INFORMATION

1937 BULLETIN SERIES

Effective October 1st

5

Number

8-24-37

Date

SUBJECT

TO ALL MASTER DEALERS

EFFORT IN
SECURING
INSURANCE
WRECK JOBS

From time to time over the past two years we have pointed out to our Field Organization the possibilities which exist a profit viewpoint, as well as volume, in securing all of wreck work they possibly could get on Hudson-built products.

DISCOUNTS

We also laid out suggestions as related to a discount program which pretty well clarified the entire situation for the field.

IN POLICY
BOOK

We further covered the matter on Page 29, Section from the Policies and Procedures Manual, 1937 (red covered book), reading of which may be advantageous to the Field at this

HUDSON
ACCOUNTS
ENTITLED
TO THIS
BUSINESS

It is our belief that Hudson Distributors and Dealers, when properly equipped, are in a better position to do satisfactory work, both for insurance companies and for owners, than outside organization. They know our cars better and have a natural, greater interest in owner satisfaction.

FAIR
CHARGES

However, along this line, it should be pointed out there is a factor of fair charges which enters into the situation. This is important, both from the viewpoint of continuously getting this volume from insurance companies and adjusters, well as its possible effect on insurance rates.

INSURANCE
COMPANIES
STUDY

It is natural that insurance companies should study situation very closely, and have been perhaps concentrating it more during the last several months than previously.

REPAIRS
OTHER THAN
OF WRECK
NATURE

It is not to be assumed for a moment that any Hudson distributor or Dealer would include in such work anything that be of a maintenance nature and on which the owner should not expect any insurance adjustment. This, however, has been a source of disturbance to insurance companies because some Dealers in the industry have not been as conscientious as possible, perhaps, in connection with including only that work which had to do with the wreck itself.

HIGHER
INSURANCE
RATES

Distributors, Dealers and car manufacturers can well be disturbed about anything which might tend towards an increase in insurance rates and, therefore, the subject of charges as regards work on insurance cars is something to be reckoned with at all times.

T. H. Stambaugh

Director
National Service Operations.