HUDSON USED CAR MERCHANDISING

Bulletin

VOL. II, NO. 7 March 7, 1950.

TO ALL DEALERS:

In our Volume II, No. 6, Bulletin dated November 21, 1949, we advised you that we would cover each of the six basic fundamentals of used car merchandising. The first appears below under the heading:

CAREFUL AND COMPLETE APPRAISALS

The PERSON in any dealership responsible for the CAREFUL AND COMPLETE APPRAISAL of all cars to be traded in on new or used car sales should be considered as the USED CAR BUYER. Since this individual actually has charge of investing the DEALER'S MONEY in merchandise that must be sold before the dealer can realize a profit from the SALE OF THE NEW AUTOMOBILE, he should be TRAINED and know the five following basic requirements of a GOOD USED CAR BUYER.

1. Local Market Conditions.
2. Current Used Car Values.
3. Recondition Costs of All Makes.
4. Makes and Models to Buy for Quick Resale.
5. Makes and Models Needed to Provide a Balanced Inventory.

Remember that BUYING of a used car has a direct effect on the SALE of that used car.

The estimated selling price of any used car must be governed by LOCAL MARKET CONDITIONS, but can be very closely determined if the buyer is qualified and has a knowledge of the FIVE ABOVE SUBJECTS. In order to definitely control the BUYING PRICE OF USED CARS in a dealership, this responsibility should be placed entirely in the hands of ONE individual in each dealership, namely the USED CAR BUYER. This may be the dealer himself, his service manager, his used car manager,

PERSONALLY Indorsed USED CARS

Remember! Mail Used Car Sales Reports to Data Book Publishers - Regularly

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In conclusion, the appointment of ONE INDIVIDUAL to do all the USED CAR BUYING and the PROPER APPLICATION of the OFFICIAL USED CAR APPRAISAL REPORT will provide the basis for CAREFUL AND COMPLETE APPRAISAL PROCEDURE in your dealership.

Remember SUCCESSFUL USED CAR MERCHANDISING is the key to greater NEW CAR SALES VOLUME. Take the first step toward this OBJECTIVE today by adopting this plan in your dealership for more CAREFUL AND COMPLETE APPRAISALS.

REMEMBER IT IS CHEAPER TO STAY OUT OF USED CAR TROUBLE THAN IT IS TO GET OUT OF USED CAR TROUBLE.

Sincerely,

A. F. Rust

A. F. Rust
Used Car Manager

JLW.

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PERSONALLY Indorsed USED CARS

URGENT - IMPORTANT

TO ALL DEALERS:

SUBJECT: DEALER'S USED CAR STOCK AND SALES REPORT

FORM 9052 REV. 3-49
PRINTED IN U.S.A.

MAIL THIS REPORT
TO YOUR ZONE (DISTRIBUTOR)
LOCATION _____
EACH MONDAY

DISTRICT NO. _____

_____
REPORT FOR WEEK ENDING

DEALER'S USED CAR STOCK AND SALES REPORT

DEALER'S NAME _____ ADDRESS _____ (CITY) (STATE)

USED CARS ON HAND END OF THIS WEEK	HUDSONS	OTHERS	TOTAL
TOTAL USED CARS IN STOCK			
CARS ON HAND MORE THAN 30 DAYS			

NO. OF USED CARS IN STOCK NOT RECONDITIONED _____

NO. OF USED CARS RECONDITIONED THIS WEEK _____

USED CAR SALES SINCE END OF LAST WEEK			
RETAIL			
WHOLESALE			
TOTAL			

SIGNED _____

It is extremely important that you mail this form completely filled out in detail to your Zone Office every MONDAY. Please place the responsibility of mailing this form with someone in your organization today.

Do you know your used car selling strength?

Sincerely,

A. F. Rust

A. F. Rust
Used Car Manager

jlw.

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