TO ALL DEALERS:

SUBJECT: A SELLING-TOOL BEING USED SUCCESSFULLY TO CLOSE SALES

Everyone knows that closing the sale is not merely a mechanical process involving a pencil and an order blank.

It is a MENTAL PROCESS of convincing the prospect that Hudson meets his transportation needs better than any other car.

To close the deal after a prospect has said "NO" -- and to close it fast -- you must know how to use to the best advantage...

. OUR PRICES VS COMPETITIVE PRICES

. OUR PRODUCT VS COMPETITIVE PRODUCTS

. YOUR FINANCE AND INSURANCE TERMS VS COMPETITIVE FINANCE AND INSURANCE PLANS

We don't recommend talking competition unless the Prospect brings it up...but if he does during the close...you'll find some powerful closing ammunition on the sheet attached. You may want to have it reprinted for all of your Retail Salesmen.

Cordially,

R. W. Straughn
Merchandising Manager

RWS:do
Attach.
NOW, THAT YOU HAVE DECIDED TO BUY A NEW CAR: naturally your thoughts turn to SAFETY--COMFORT--BEAUTY--and ECONOMY. Therefore:

<table>
<thead>
<tr>
<th>Question</th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you going to be satisfied with the old pre-war type of beauty and</td>
<td>* Do you want the modern streamlined beauty of Hudson, acclaimed the most beautiful car in America.</td>
<td>* SAFETY IN DESIGN!</td>
</tr>
<tr>
<td>design? * JUST LIKE YOUR OLD CAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the ordinary hydraulic brakes?</td>
<td>* Do you want Hudson's modern hydraulic brakes--PLUS--a complete system of mechanically actuated</td>
<td>* SAFETY IN BRAKES!</td>
</tr>
<tr>
<td>* JUST LIKE YOUR OLD CAR</td>
<td>brakes, operated from the same brake pedal.</td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the old fashioned, obsolete</td>
<td>* Do you want Hudson's modern Monobilt, all steel body and frame welded into one integral unit.</td>
<td>* SAFETY IN CONSTRUCTION!</td>
</tr>
<tr>
<td>pre-war body BOLTED down on a frame? * JUST LIKE YOUR OLD CAR.</td>
<td>with a 7&quot; boxed steel frame completely encircling the passenger compartment.</td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the narrow pre-war designed seats,</td>
<td>* Do you want Hudson's 62&quot; wide front seat and 63&quot; wide rear seat, permitting three passengers</td>
<td>* SAFETY IN COMFORT!</td>
</tr>
<tr>
<td>where three passengers sit cramped between the rear wheel housing and</td>
<td>to ride both front and rear in complete comfort. In Hudson you ride cradled down within the frame and</td>
<td></td>
</tr>
<tr>
<td>over the rear axle, and when three are on the front seat the driver is</td>
<td>ahead of the rear wheel housing, where driver has plenty of elbow room to drive.</td>
<td></td>
</tr>
<tr>
<td>* JUST LIKE YOUR OLD CAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the old pre-war design of Hi-Center</td>
<td>* Do you want Hudson's low streamlined design, low center of gravity--without sacrificing head</td>
<td>* SAFETY IN ROADABILITY!</td>
</tr>
<tr>
<td>of-gravity--dangerous on curves - at hi-speed-- * JUST LIKE YOUR OLD CAR</td>
<td>room and maintaining full road clearance.</td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the average engine with casting</td>
<td>* Do you want Hudson's modern designed engines with chrome-nickel block, so hard it requires special</td>
<td>* SAFETY IN LONG LIFE!</td>
</tr>
<tr>
<td>iron block, that requires special valve seat inserts to withstand the</td>
<td>drills to bore it's mirror like cylinder walls. --Acclaimed the 100,000 mile engine.</td>
<td></td>
</tr>
<tr>
<td>terrific exhaust heat, and has to be rebored at 40,000 to 50,000 miles.</td>
<td>* SAFETY IN LONG LIFE!</td>
<td></td>
</tr>
<tr>
<td>* JUST LIKE YOUR OLD CAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the average Low gas mileage and</td>
<td>* Do you want Hudson's Hi-gas mileage and low oil consumption, low maintenance cost</td>
<td>* SAFETY IN ECONOMY!</td>
</tr>
<tr>
<td>E1-Oil consumption? * JUST LIKE YOUR OLD CAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you going to be satisfied with the--average appearance that will be</td>
<td>* Do you want Hudson's modern design, that will be modern for years to come.</td>
<td>* SAFETY IN INVESTMENT!</td>
</tr>
<tr>
<td>out-moded in a few years? * JUST LIKE YOUR OLD CAR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hudson offers the MOST of everything that you have wanted the MOST DRIVE IT and YOU’LL BUY IT.
TO ALL DEALERS:

SUBJECT: THE HUDSON "STEP-DOWN-RIDE" ROAD DEMONSTRATION IS ...
ONE OF YOUR MOST IMPORTANT DAILY SELLING ACTIVITIES

From the moment your Salesmen contact a Prospect right up through a Hudson PRODUCT PRESENTATION A SALESMAN'S MAJOR AIMS should be to determine the Prospect's buying interests...what he wants in his new car...and something of his personal characteristics.

In order to intensify the Prospect's DESIRE to own a New Hudson, urge your Salesmen to give him an appreciation of its features in terms of what he wants...IN TERMS OF THE HUDSON "STEP-DOWN-RIDE" ROAD DEMONSTRATION.

Insist that YOUR Salesmen take the Prospect on a Demonstration "Step-Down-Ride" over a planned route where the Prospect can actually experience all of the things your Salesman has told him...this is the Salesman's chance to actually show the Prospect that Hudson has everything it takes to make him a proud owner.

Even though this "Step-Down-Ride" experience on the Prospect's part is TEMPORARY and for only the duration of the Road Demonstration...Nevertheless, YOUR SALESMAN WILL CREATE THE DESIRE TO OWN A NEW HUDSON...and it will pay off in increased SALES and increased PROFITS for YOU!

A ride in the New Hudson makes a Prospect's present car seem poorer by contrast. In effect this increases his desire for a New Hudson and tends to lessen his valuation of the trade-in.

It's sometimes difficult to get the Prospect's agreement to a Road Demonstration...especially in the case of a present Hudson owner who feels that he already knows enough about the car to skip this particular step. There are many things your Salesman can do or say to get a Prospect out for a Road Demonstration. Probably the best way is to continually make reference to it
during the Product Presentation, such as:

"You'll really see how smooth these Hudson Triple-Safe Brakes operate, Mr. Jones, when we go out for a "Step-Down-Ride"

OR....

"I can say a lot more about the New Hudson's smooth performance but wait 'till we go for a "Step-Down-Ride".... and then you'll know what I mean".

This constant reference to the Hudson Road Demonstration, (as if it were an already settled point), CONDITIONS THE PROSPECT'S MIND to expect a "STEP-DOWN-RIDE"....and to be more agreeable to making one with your Salesman.

Urge your Salesmen to make the "Step-Down-Ride" Demonstration while the trade-in is being appraised. Assuming that the Feature Presentation has already been made, your Salesman might say...

"Our appraisal of your car will take a little time, Mr. Jones. Let's take a short ride while we're waiting for the figures".

This very often gets the Prospect into a well-conditioned Hudson Demonstrator. Sometimes an appeal to the Prospect's sportsmanship or sense of fairness is the "key".

For example...."We will ride in YOUR car, Mr. Jones, so that we can give you top-dollar for it. Don't you think you ought to ride in this New Hudson....the only car with "Step-Down-Ride" to let me show you how much value Hudson can really offer you?"

From what has been said....we can agree that the Hudson "Step-Down-Ride" Road Demonstration is a Prospect's personal experience of New Hudson Ownership.

However, we all know that the Road Demonstration is a mighty important part of selling automobiles....and whatever means YOUR Salesmen use....we urge you to follow through to see that Road Demonstrations are made in ever increasing volume from now on through the big Spring Selling Season. STEP-DOWN-RIDE DEMONSTRATIONS WILL PAY OFF FOR YOU IN INCREASED SALES AND PROFITS AND IN MORE COMMISSIONS FOR YOUR SALESMEN.

Cordially,

R. W. Straughn
Merchandising Manager
HUDSON MOTOR CAR COMPANY
TO ALL DEALERS:

SUBJECT: SUCCESSFUL HUDSON DEALERS INSIST THAT THEIR SALESMEN.... MAKE "STEP-DOWN-RIDE" DEMONSTRATIONS OVER PLANNED ROUTES

We have talked to you before about the importance of making GOOD "Step-Down-Demonstrations." We can't say too much about the subject because Road Demonstrations are paying off in increased Dealer Profits and in increased Salesmen's Commissions where they are a part of the daily Sales Activity.

Successful Hudson Dealers tell us that THE DEMONSTRATION ROUTE should be selected on the basis of such road and traffic conditions as will permit the greatest number of Hudson features to be demonstrated. For example....every part of the regular route....and any alternate route should be entirely familiar to the Salesman-Driver.

This is most essential because when your Salesman knows exactly what driving conditions he will encounter at every turn in the road...he can easily key his selling conversation to illustrate the specific car features that meet the situation.

LIKE THIS...."Mr. Jones, there's some rough pavement up ahead...just notice how smoothly this new Hudson glides over the bumps...that's part of what we mean by 'Step-Down-Ride.'"

Urge your Salesmen to PLAN their conversation to fit the feature being demonstrated. They will want to talk about Hotchkiss Drive and Splay-Mounted Rear Springs and Hudson's balanced riding qualities on rough roads...the smooth positive Triple-Safe brake action as the car comes to a "smooth" stop....the reserve power in the Hudson Pacemaker, Super-Six or Super-Eight engine as the car goes up a hill....the side range of Hudson visibility for
safety at traffic intersections.

Throughout the entire Road Demonstration your Salesmen will want to get the Prospect's Agreement on every major point. Your Salesman should TELL the Prospect what he is going to show him...SHOW HIM, then tell him WHAT he has shown him, AND finally, get the Prospect's agreement as to the desirability of these WONDERFUL Hudson features! For example: YOUR Salesman should tell the Prospect in advance:

"Mr. Jones...watch how Hudson's independent front wheel suspension combined with Hotchkiss Drive and splay-mounted rear springs level out the bumps in this rough road."

Then show the Prospect that he is experiencing the proof:

"See...not a bump, Mr. Jones. That's because each front wheel acts independently to cushion the shocks."

And then...tell the Prospect what has been shown him and get his agreement as to the desirability of the feature. For example...

"On long trips, Mr. Jones...wouldn't you like the comfort of Hudson's suspension system -- this is really big-car suspension."

Urge your Salesmen to personalize the "Step-Down® Ride." Three of the greatest buyer's interests are COMFORT, SAFETY and PERFORMANCE.

When on the subject of acceleration...point out Hudson's outstanding "get-away" in traffic, or in passing other cars, it provides a margin of safety that might prevent serious accidents to him or his family. Your Salesmen can talk about the features that contribute to comfort on long trips...and they shouldn't forget to mention all major exclusive features...not found in any competitive make car.

YOU and your men will devise many important ways to handle the "Step-Down-Ride" Demonstration...the important thing is to follow through and see that these Road Demonstrations ARE BEING MADE and secondly that they ARE BEING MADE OVER A PLANNED ROUTE.

It's more and more "Step-Down-Ride" Demonstrations for greater SALES and greater PROFITS during 1950.

Sincerely,

R. N. Straughn
Merchandising Manager
Hudson Motor Car Company

RWS ad