

14 August 1958

Mr. James T. Moore, Product Manager Sales
American Motors Corp.
14250 Plymouth Road
Detroit 32, Michigan

Dear Mr. Moore:

This is in continuation of our earlier correspondence regarding the Nash-Healey Association. I am attaching hereto copies of our bulletins #1 and #2 and will have you placed on the mailing list for future bulletins. I apologize that this was not done previously.

The purpose of this letter is two-fold.

First, we are having many complaints regarding the spare parts service and price. The former is most important since there is a total lack of cooperation on the part of American Motors Depots on the subject. I, myself, have ordered two parts from a local Nash dealer (Homer, New York) whom I know well and whom I know has executed the order. These have been back ordered but no word can be gotten as to when or how. Won't you get into this matter and give us a definite answer as to what we can expect.

Regarding the price of the spare parts, that I realize is a company policy matter, however, I have reports of some owners being able to have parts made specially for less than the price which was charged to them. Also, some parts if they carry a Nash-Healey sale number, are at one price and the same part with a standard Nash sale number are at a lower price. I am under the impression that you have a fairly large stock of parts for Nash Healeys and probably want to move them. Why doesn't American Motors make a realistic survey of this and establish some prices which will encourage the owners to stock spares ahead of their requirements. Might I suggest that you circulate your spare parts list with a discount to all owners who will order a minimum amount. I know that I have been somewhat taken back at the price of some of the items. I compare these to what I have to pay for spares for my Mercedes and what I have had to pay for spares for various imported cars I have owned for over twenty five years.

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Incidentally, I shall be in Detroit Thursday and Friday of next week and I can be reached at our Detroit office. The telephone number is Diamond 1 1270. Won't you leave word there when we might discuss this matter.

Thank you for your help.

Very truly yours,

Frederic A. Celler
Vice President for Sales

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encl.