

To: All Rootes Group Dealers

From: General Service Manager Rootes Motors, Inc.

Re: Product Reports

For some time, numbers of dealers have regularly submitted mechanical reports to the service departments New York and Los Angeles regarding Rootes cars. These reports are based on the dealer's feelings regarding style, mechanical efficiency, procedure, policies, and service complaints on new vehicles that could quite possibly be high spot complaints with corresponding customer criticism. This procedure of reporting in a fair and reasonable manner is thoroughly encouraged; by producing enough evidence of criticism on individual units, engineering and production in England do, in most cases, make changes in their own production and inspection methods.

One of the ideal ways of reporting is by the use of the P. D. 1 form. These forms, in duplicate cover all Rootes products (P. D. 1-EC for all cars other than the Sunbeam, Imp. NY-64-1 for the Sunbeam Imp). This P. D. 1 form is invaluable as the start of the dealer service record file, and the original copy sent to the service department NY or LA can be the basis of the warranty file and the reporting procedure. These forms are available, and dealers are not taking advantage of these valuable and important methods of vehicle history recording.

Would all dealers service personnel please ensure that this form is used especially in the case of the Sunbeam Imp. This will enable us to put on record with our engineering and production staff any difficulties that may occur in the early days of service.

I am sure all will agree that these forms are an important part of the normal procedure of any retail dealer's operation and, as such, must ensure they are used to full advantage.


K. Langridge