



## MANUFACTURING COMPANY

1215 William Flynn Highway / Route 8 / Glenshaw, Pa. 15116 / Phone (412) 487-2800

August 30, 1971

Dear Dealer:

There are a lot of great things happening at ATV Manufacturing Company and we want you to be aware of them.

NEW 1972 MODELS were introduced in the July issue of ATTEX ANGLES and are in production now. This is a tremendous line-up from every angle:

PERFORMANCE	6 different engines, including two of the 4-cycle version, 8 hp and 12 hp respectively.
PRICING	You have heard about the 252 COLT. It retails for \$995 and includes everything the larger models have with the exception of electric start. All of the models are just as competitively priced.
ENGINEERING FEATURES	We have made some tremendous strides here by introducing high-stress No. 50 chain throughout, an auxiliary braking system, a fuel system that eliminates the over-heating problem, and a muffler system that reduces the noise level 35% over previous models.

NEW SIX MONTHS' WARRANTY PROGRAM will be in effect for all 1972 models and will include labor and parts. Also, the ATTEX owner will receive a personalized warranty card. We have unlimited confidence in this new vehicle.

EXPANDED CONSUMER ADVERTISING PROGRAM will place over 50 ads in national magazines over the next eight months, and all of them will be directed at getting the buyer to your door. The ATTEX will also be featured in a number of articles, such as the August issues of Imported Cars and the New York Times.

Our representative will be visiting with you to explain these programs in detail. In the meantime, we suggest you place your orders for these vehicles as quickly as possible.

Sincerely,

*J. Rogers Flannery*  
J. Rogers Flannery  
Vice President-Sales

*- no phone in trace*

JRF/ssf  
enclosures