

MEMORANDUM

September 28, 1966

TO: Jim Benavides
FROM: George F. Merwin
SUBJECT: Revised October Build Schedule

In order to reduce the number of color options to improve the orderly distribution of our GT-350's and GT-500's through the system to our dealer organization, we have come up with the following basic colors:

Dark Blue
Lime Gold
White
Dark Green
Medium Blue

This gives us five basic colors that we plan to use throughout the year.

However, on the October build, we had already projected 30 black 289 automatics looking towards an initial Hertz order. After our meeting in New York with Hertz later this week, we will have more of an idea of what the Hertz demands will be, and I will advise you next week as early as possible as to whether or not we should leave the 30 black units in or throw them out. However, the black will be an exclusive Hertz color.

Our plan is to drop red at the present time. However, an initial order for 40 units was in the build, and because a red car has been used in the photography for all of our announcement material, including the car catalog, we felt that we must leave this red order in for October. However, we will discontinue this color until we get a better feel of the market and, if the demand for any particular color is high, we will look at adding a color that is in high demand; at the same time dropping the color that is the lowest in demand. This will help maintain our primary color combination of five basic colors.

Also, because of the resistance we have gotten from the dealers in the South and particularly in the Southwest, we must have an interior trim option with a light color. We have selected parchment: which is a light oyster white. This will be made available on all the five colors.

I would suggest for the October build of 400 units that we order 100 of them with the parchment trim option. The only change I see necessary in your October build schedule of September 16 would be the substitution of medium blue for charcoal, noted in the last color column.

I am attaching a copy of the schedule revised to reflect 25% build with parchment trim.

George F. Merwin

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Attachment

- cc: C. Shelby
F. Martin
R. Cramin
J. Khoury
J. Liefeld
H. Bracken
D. Cardone