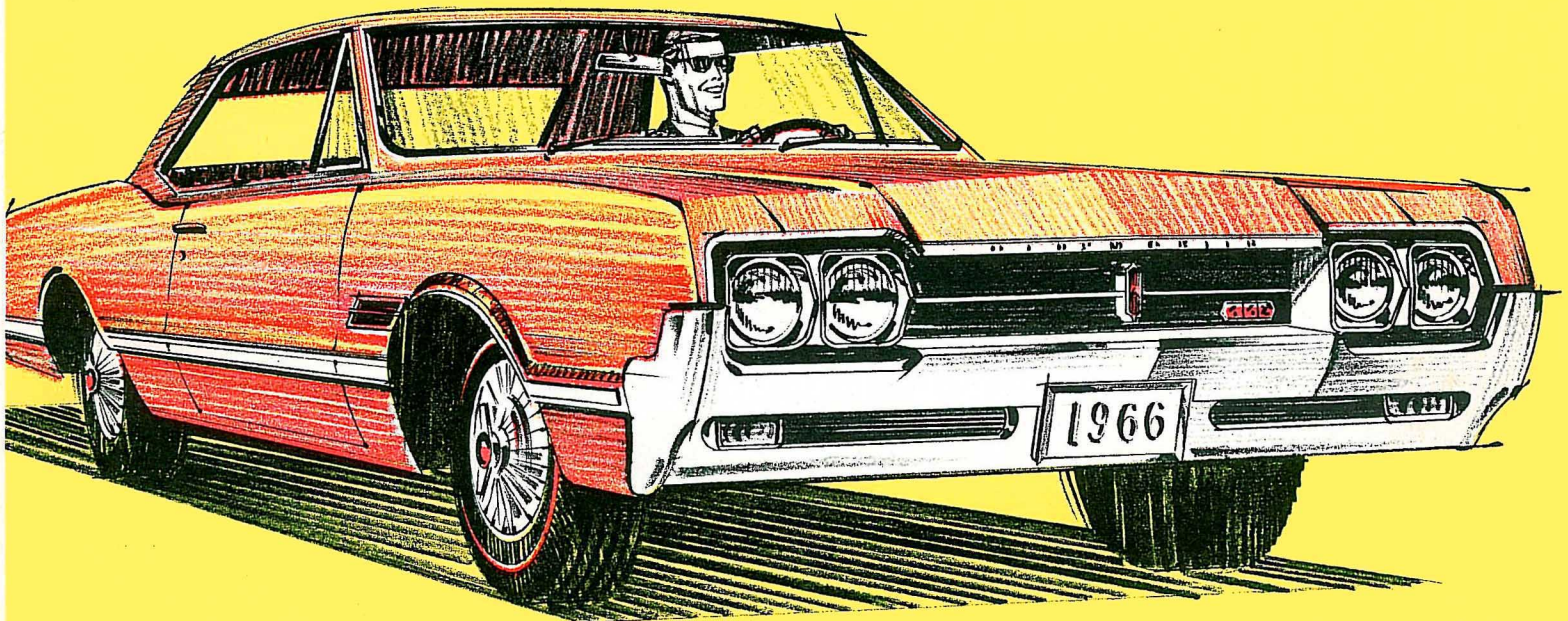


Shift Into High Gear..



**IN THE PROFITABLE PERFORMANCE-CAR MARKET
WITH YOUR
SALES-WINNING**



Now's the ideal time to start your



and win more performance-car sales!

■ ***The performance-minded youth market is growing fast!***

There are over 1,000,000 "Performance-Car" enthusiasts in America today . . . and that market is growing all the time. That's a lot of people looking for the newest and the best. And you've got their number . . . 4-4-2!

■ ***Performance enthusiasts are spending more!***

In today's booming economy, the new breed of performance-minded youth is keeping up with the spending trend. They clamor for sharp styling, performance . . . the "most" in motoring. And you've got their heart's desire in the 4-4-2!

■ ***Performance fans are joiners!***

They're looking for people to talk their language—"Performance-Car" talk; they're looking for those who own the same car they have or the one that they hope to get. They want to know about axle ratios, engine modifying . . . and your "4-4-2 Club" can be the focal point to compare notes.

HERE'S HOW YOU CAN BENEFIT FROM SUCH A CLUB!

It will help you—

■ INCREASE 4-4-2 SALES

Your dealership will become a local 4-4-2 headquarters when you have a "4-4-2 Club" of your own. Owners, prospects and friends will attend club meetings at your dealership and you'll have the "inside track" on new 4-4-2 sales in your area. Besides getting more 4-4-2 prospects, you'll also get a good following of potential prospects for many of your other Oldsmobile models.

■ GAIN MORE SERVICE BUSINESS

The "4-4-2 Club" will help keep you in constant contact with 4-4-2 owners. They're the people who are always trying to keep their cars in top performance condition. They'll learn to rely on your dealership as "the one place in town" where they can come for reliable performance tuning. And they'll tell their friends about it, too!

■ SELL MORE PARTS AND ACCESSORIES

Performance-minded 4-4-2 owners are continually looking for special equipment for their cars. They spend their money on items that dress up their car . . . and on performance parts that make it perform better. And these 4-4-2 owners will be coming to your dealership to spend their money when you've made it "the 4-4-2 spot in town" with a "4-4-2 Club" of your own.

Easy to organize!

FIRST MEETING

Your organizational meeting is extremely important and will be instrumental in getting your club off to a good start. Because of its importance, the meeting should be carefully planned in advance and presided over by the Dealer and/or Sales Manager. During the meeting a Steering Committee should be appointed and headed by the Dealer or someone of his choosing. The Steering Committee's responsibilities are to plan the Club's initial activities and guide it through its organizational period until members are well enough acquainted to elect officers. A suggested welcoming letter has been included in the materials section of this brochure. You might want to serve refresh-

ments and show sports car type movies at your organizational meeting. A prepared discussion following the movies will help you build enthusiasm from the start.



OFFICERS AND CHAIRMAN

Here is a suggested list of officers and chairmen for your "4-4-2 Club": President, Vice-President, Secretary, Treasurer, Membership Chairman, Meeting Program Chairman and Events Chairman.

FUTURE MEETINGS GUIDE

1. President calls meeting to order. Minutes of previous meeting are read and approved. Reports from committee chairmen are heard.
2. Old business is reviewed. New business is brought to the floor by members, discussed and then voted upon by the general membership.
3. An open membership discussion period can begin. Members can exchange ideas on improving the operation of the 4-4-2.
4. A "Sell and Swap" session can be held. Members who have parts, accessories and cars they want to buy, sell or trade can speak here.
5. The evening's program can be held. It could be movies or a guest speaker or service department personnel showing members tuning tips. This could be followed by a discussion period and the closing of the meeting.

CONSTITUTION

A sound basis for any organization is a smooth-working constitution. Your "4-4-2 Club" will find it invaluable. A suggested constitution is listed here. You can use it to aid your particular group in setting up the exact constitution to meet your needs.

- I** We, the undersigned, hereby state that this organization shall be called the "4-4-2 Club" of (name of dealer's city or state).
- II** As 4-4-2 owners, we band together in a social organization for the purpose of gaining information, exchanging ideas, and for the mutual enjoyment of the 4-4-2.
- III** Officers and committee chairmen shall be elected at the annual meeting which shall be held the (day of week) of (month) each year.
 - A.** Nominations for officers and chairmen shall take place at the meeting held preceding the annual meeting.
 - B.** Majority vote of at least two-thirds of the active membership shall be required to elect any officer or committee chairman.
- IV** Initiation Fee and Dues
 - A.** Initiation fee shall be fixed by a majority vote of at least two-thirds of the membership.
 - B.** Dues shall be fixed by a majority vote of at least two-thirds of the membership.
- V** Meetings, other than the annual meeting, shall be held at the times and places designated by the President.
- VI** Amendments may be made at any time upon a majority vote of at least two-thirds of the membership.

BY-LAWS

You should make some type of allowance in your constitution for by-laws. They could be needed as your club increases in size and scope. They might cover types of membership, club privileges, expulsion and resignation. By-laws could also define the duties of all officers, committee chairmen, the executive council and the various committees. Special by-laws could describe the financial policies of the club regarding the fiscal year, personal liability and annual and monthly financial statements. Every member should be asked to make suggestions concerning these by-laws and discuss them whenever he has any ideas.

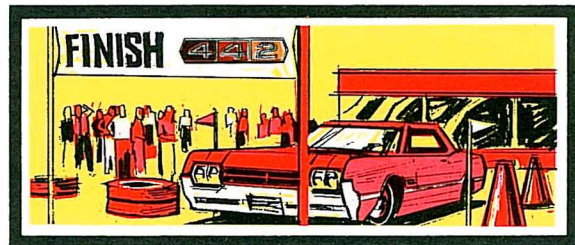
Activities to create Interest

RALLIES AND GYMKHANAS

These are interesting and challenging events where the contestants run their cars against the stopwatch, rather than against each other.

RALLIES are run over public roads within legal speed limits. Drivers must maintain a certain specified speed over a designated route and must stop at check points along the way at a specified time. The contestant with the least amount of deviation from the check-point times is the winner.

IN GYMKHANAS, drivers try to drive through a marked obstacle course as quickly as possible. The course could be laid out in a super market or shopping center parking lot, and pylons or old tires could be used as course markers. The contestant with the fastest time is the winner.



CLUB OUTINGS An enthusiastic events chairman can plan trips to sports car, stock car or drag strip events, outings with other clubs or an annual dinner dance. They all help in maintaining interest in the club.

GUEST SPEAKERS One of your best guest speakers would be your own service department manager or performance car specialist. Members want to learn all they can about servicing and maintaining their 4-4-2, and a tuning tips meeting would be a huge success. Also, engineers, designers, professional drivers and automotive writers in your area could be invited to share their know-how with members.

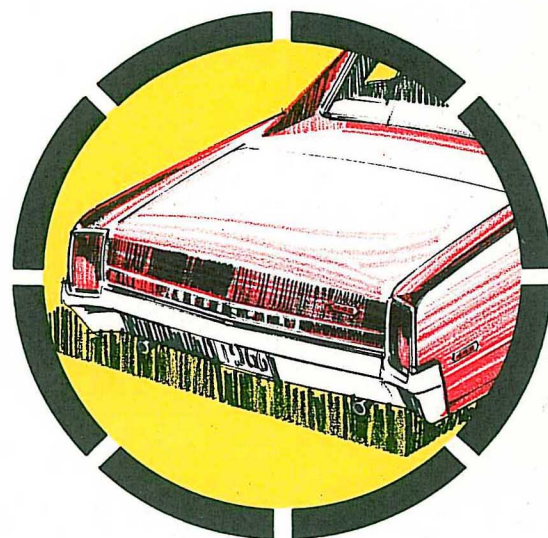
MOVIES Let one of your members take movies of your various activities and show them at meetings. Also, oil companies, speedways and dragways have movies available for club events.



DOOR PRIZES Nothing stimulates interest in attendance more than the idea of having a chance to win something free. Offer free oil, parts, accessories, lubrication or racing equipment as a door prize. You could also add your Rally Stripes as a prize or you could give them away to all 4-4-2 buyers or prospects.

You could mail your colorful 4-4-2 Postcards to members and friends to announce your meetings and club events. Be sure you have an ample supply on hand.

OLDSMOBILE



HOT LINE

HOW YOU CAN USE THE "HOT LINE"

The "Hot Line" can be used as a periodic bulletin to keep in close contact with 4-4-2 owners and prospects. You can keep them posted on your "4-4-2 Club" and other local performance car activities.

The "Hot Line" can be used in many other ways too, including:

- As a direct mail prospect interest-arouser
- As a bulletin board poster in your dealership
- For salesmen as a selling piece on the club, the car, your dealership
- As a contact piece to reach competitive car owners

A performance-minded salesman could handle the actual writing of the "Hot Line." He can get loads of information by visiting

(Typical HOT LINE editorial items)

4-4-2 CLUB NOTES

At the recent May meeting, Bob Johnson announced that approval has been given to the club to use the shopping center parking lot for the annual "Fun in the Sun" Gymkhana on July 17th. All entrants must have seat belts. Registration will begin at 10:30 A.M.

Attendance at the last meeting totaled 75 members and guests. Greg Bartel, of the Speed City Dragway, showed his movies on the Daytona Winternationals. He has been asked back for the August meeting to talk on "Choosing the Axle for Your Performance Needs."

OWNER'S CORNER

A recent talk with Lou Howard brought an interesting

*Order these materials to
get your club moving!*

YOU'VE GOT THE MARKET!

Over 1,000,000 Performance Car Enthusiasts...and Still Growing

YOU'VE GOT THE CAR!

The Lowest-Priced High-Performance Car in America

NOW

YOU'VE GOT THE CLUB!

The "4-4-2 Club" to Bring These Enthusiasts in and

GET THOSE 4-4-2 SALES!