

THE SURPRISE PACKAGE ON LE CAR OF THE YEAR.

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TAVERN ON THE GREEN



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Le Car

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*Suggested installed retail prices.
Supplies limited.

Custom Color Keyed Wheel Covers
Retail Value: \$50.00*



Deluxe Rear Antenna
Retail Value: \$12.50*



Custom Sports Console
Retail Value: \$24.00*



AM/FM Stereo Radio
Retail Value: \$189.16*

Deluxe Side Stripes
Retail Value: \$45.56*

**INTRODUCING THE SURPRISE PACKAGE.
STARTING DECEMBER 15, 1977.
IT WILL GIVE YOUR CUSTOMERS MORE EQUIPMENT
—AND YOU MORE SALES.**

Last year, Le Car was one of the world's five best-selling automobiles. And it doubled its sales in the United States alone. All because it gave customers one thing they really wanted: value for their money.

Now, Le Car is going to sell even better. Because it will give customers one thing they want even more: something for nothing.

\$321 worth of optional equipment for free, to be specific. A free AM/FM Stereo Radio. A free Deluxe Rear Antenna. A free Custom Sports Console. A free set of Custom Color Keyed Wheel Covers. And free

Deluxe Side Stripes.

In addition to being free to your customers, all this equipment is free to you—along with the point-of-purchase materials and advertising support that can turn browsers into buyers in your showroom.

So make sure to order enough Le Cars equipped with The Surprise Package. And make sure people see them on your floor.

You and your customers will both be getting something extra: they'll be getting extra equipment, while you'll be getting extra sales.

TO: ALL RENAULT DEALERS

The purpose of this letter is to inform you of price changes and a new special value package on 1978 Le Car GTL Deluxe models. We also would like you to have advance notice of our national and local advertising efforts for early 1978. First, let's discuss the results for 1977.

In January, we had a number of dealer meetings and told you that 1977 would be LE YEAR for LE CAR . . . and it looks like it has happened. We anticipate selling 13,500 cars in 1977 or a 100% increase over 1976. This is the largest percentage increase of any European importer this year. More importantly a large number of our dealers made "serious money" selling Renaults. In summary, 1977 was the year that we turned the corner and got into the sunshine.

Because of increased production costs and inflationary pressures, it is necessary to increase the prices of 1978 Le Car GTL Deluxe models with dealer shipments as of December 15, 1977. The Le Car GTL Deluxe model will have a new retail P.O.E. of \$3995 in most of the USA and \$4070 in areas covered by Renault West. There will be no price increase on the Gordini and the Le Car GTL Base model, enabling you to maintain a lower price model in the Le Car line, as the Base model will continue to show a retail P.O.E. price of \$3495 (USA) and \$3525 (West). With the above pricing decisions your GTL Base model is priced \$374 below the VW Rabbit base model, \$304 below the base Ford Fiesta and only \$176 over the base Honda Civic 3-door hatchback. Similar price advantages exist with the GTL Deluxe models where we have a \$680 advantage versus the VW Rabbit deluxe model, a \$459 advantage against the Fiesta model, and the GTL Deluxe model is only \$356 higher than the Honda Civic CVCC hatchback. These prices vary slightly in Renault West. A complete price comparison is shown on the back of this brochure.

In early 1977 the most important factor in our sales success was a special value car promotion offering a limited number of cars equipped with free options and accessories. Your customers saw real added product value in these cars and bought up every car we could deliver to you. In 1978 we will repeat this success story. Effective immediately, you will be able to purchase a limited quantity of 1978 Le Car GTL Deluxe models equipped with the following:

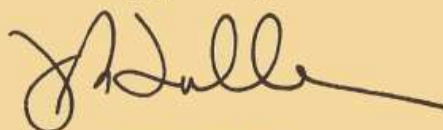
- AM/FM stereo radio w/ deluxe rear antenna
- Custom color-keyed wheel covers
- Custom sports console w/ armrest
- Deluxe side stripes

The P.O.E. retail price of this port installed package is \$321.22. The cost to you and your customer is "zero". We will be building several thousand of these special value cars. Your District Sales Manager will be contacting you shortly, and you may order these cars directly from him. Cars purchased and shipped from our ports prior to December 15, 1977, will be sold at the present dealer cost and will reflect the current P.O.E. retail prices. Units sold and shipped on or after December 15, 1977 will carry the new dealer cost and retail P.O.E. prices. This brochure provides a complete description of the special value package, and I strongly urge you to take full advantage of this unique offer. Quantities are limited, and this is not the time to "wait and see".

We will support our special value program with an extensive promotional effort of newspaper advertising, radio and dealer co-op eligible advertising. We will also be supplying you with direct mail materials and extensive showroom display materials. Our nationally placed advertising will begin as soon as dealers have a sufficient inventory of special value cars. Dealer co-op advertising materials will be sent to you shortly. Showroom display and direct mail materials will be shipped in late December. However, the first step begins with you. Get with your District Sales Manager and order your initial quantities of special value cars.

In 1977 we doubled our sales over 1976. In 1978 we intend to double 1977's performance. In case you didn't realize it, you've got a pretty good success story going. I hope you'll make the most of it.

Happy selling,



J. R. FULLER
Vice President—Sales

WHAT THE SURPRISE PACKAGE WOULD COST:

| | | <u>Dealer Cost/Customer Cost</u> |
|---------------------------------|-----------------|----------------------------------|
| AM/FM Stereo Radio | \$189.16 | NO CHARGE |
| Deluxe Rear Antenna | 12.50 | NO CHARGE |
| Custom Sports Console | 24.00 | NO CHARGE |
| Custom Color Keyed Wheel Covers | 50.00 | NO CHARGE |
| Deluxe Side Stripes | 45.56 | NO CHARGE |
| TOTAL RETAIL VALUE: | \$321.22 | NO CHARGE |

HOW IT MAKES LE CAR AN EVEN BETTER BUY THAN USUAL

Renault Le Car Deluxe including "SURPRISE PACKAGE" compared to similarly equipped competitive cars.

Renault Le Car Compared to Similarly equipped cars:

| | | | | |
|--------|--------------|-----------|--------------|--------------------------------|
| \$ 639 | (East Coast) | or \$ 776 | (West Coast) | less than AMC Gremlin * |
| 388 | " | or 536 | " | less than Chevrolet Chevette * |
| 783 | " | or 780 | " | less than Plymouth Arrow * |
| 433 | " | or 427 | " | less than Dodge Colt * |
| 469 | " | or 837 | " | less than Datsun B210 * |
| 408 | " | or 443 | " | less than Fiat 128 * |
| 294 | " | or 288 | " | less than Ford Fiesta * |
| 629 | " | or 554 | " | less than Honda Civic CVVC * |
| 518 | " | or 493 | " | less than Mazda GLC * |
| 605 | " | or 639 | " | less than Buick Opel * |
| 236 | " | or 245 | " | less than Subaru 2 dr. DL * |
| 1,039 | " | or 1,054 | " | less than Toyota Liftback * |
| 1,189 | " | or 1,199 | " | less than VW Rabbit * |

*Prices were figured using '78 prices of Deluxe models of the above companies. Cars were priced using manufacturers suggested prices and comparing cars as close as possible to comparable items offered as standard equipment on the Renault Le Car GTL Deluxe with the Surprise Package.



RENAULT USA

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