

Allard Motor Company Ltd.

HEAD OFFICE & SALES

24/28 CLAPHAM HIGH STREET, LONDON, S.W.4

Telegrams : ALMOTCO, LONDON

Telephone : MACAULAY 3201 (3 lines)

HJD/LD/AMERICA.

26th June 1950

E. Allan Moss., Esq.
Moss Motors Limited,
3210 West Olympic Boulevard,
LOS ANGELES 6., CALIF.

Dear Sirs,

We thank you for the safe return of copy Overseas Dealers Agreement bearing your signature, which arrived today.

In view of a recent communication received from our East Coast distributor we realise that it is becoming vitally important to stabilise the retail selling prices of our products from Coast to Coast; we have as you know invited all our dealers and distributors to surrender costs, and as a result we have arrived at the following analysis based upon your cost plus a 25% mark-up:-

Ex-works, less motor, less 20% discount, Plus duty @ 10%, plus freight, plus federal sales tax @ 7½%, plus dock clearance dues :-

	J-type	K-2 Type	Sedan type	Convertible	
Your cost	\$2319.00	\$2442.00	\$2662.00	\$2662.00	... <u>less engine.</u>
Cad. engine.	800.00	800.00	800.00	800.00	
<u>Your cost....</u>	<u>\$3119.00</u>	<u>\$3242.00</u>	<u>\$3462.00</u>	<u>\$3462.00</u>	... <u>complete.</u>
Mark-up 25%..	779.00	810.00	865.00	865.00	
<u>Retail</u>	<u>\$3898.00</u>	<u>\$4052.00</u>	<u>\$4327.00</u>	<u>\$4327.00</u>	

We appreciate that we have been rather liberal in the pricing of the Cadillac motor, and we trust that you will appreciate that when any other type of engine is fitted (at a lower cost) we would expect the retail selling price to be lowered too. We do not think that the selling prices quoted above are too high bearing in mind the type of car and the fact that your dealers have to receive a reasonable discount - we would however like to receive your comments. Naturally we do not want to sell our cars too high or too cheap - we must however avoid any large variation in the prices quoted by our dealers in the United States and so prevent friction and any inclination on an agents part to poach on his neighbours territory. We would also be interested to hear precisely what percentage of discount you are offering to your dealers.

The normal production Allards complete with motor, all taxes paid, and marked up 25% should retail at the following figures :- J-type \$3573.; K-2 type \$3411.; Sedan \$3660.; Convertible \$3660.

Trusting that you will favour us with your earliest comments,

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Yours faithfully,
For THE ALLARD MOTOR CO, LIMITED.



H. J. Davis.
Export Manager.

N. B.

We trust that you will have received our cablegram in respect of the result of the Le Mans road-race. We consider that Tom Cole and S.H.A. did very well bearing in mind that the French Talbots which took 1st and 2nd places were thinly disguised Grand Prix racing cars, and that we came 3rd haven beaten record breaking Ferrari's, Jaguar XK 120's, Bentley, Cadillac, and ~~most~~ of the formidable opposition over a course in which we covered approximately 2200 miles, lapping at 93 mph in our J-2 Cad-Allard. What price the XK 120 now? We would be interested to hear whether this race was well publicised in the States, and also whether General Motors have taken any notice of the Cadillac-Allard win or used this success to boost the qualifications of their excellent motor in their advertising media?