



LEWISHAM
COLLEGE

School of Business

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Tel: 020 8469 3906

Our ref DC/JMS

5 December 2004

Mrs Diana Rees
2 Sherwood Park Road
SWANSEA
SA3 9PA

3F - a pass with distinction

Dear Mrs Rees

Cambrian Preview

As you have been a valued customer for many years I am writing to inform you of the forthcoming launch of our new model. You are invited to visit our showroom at Progress Motors early next month. We shall have both salon and hatchback versions of the Cambrian on show. There will be a buffet supper with wine and an opportunity to see an example of each of our 3, 4 and 5 door models.

All models have power-assisted steering, electric front windows and central door locking. Each come complete with driver's airbag and immobiliser whilst models at the top of the range also have air conditioning and alloy wheels.

So that we can continue to offer you the very best service we should be pleased if you could spare a few moments to complete the enclosed questionnaire. This will be entered into our prize draw to win a holiday for 2 to Cotswolds. This prize will include the use of a Cambrian hatchback with a full tank of petrol.

You will remember that we can arrange highly competitive finance and insurance if required and that all our cars come with a 3 year or 60,000 mile warranty.

We look forward to booking a test drive for you.

Yours sincerely

David Clark
Marketing Director

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From: David Clark
To: Bronwen Hellawell
Date: 5 December 2004
Ref: DC/CP

PRIVATE AND CONFIDENTIAL

CAMBRIAN LAUNCH ARRANGEMENTS

Thank you for producing the customer questionnaire so promptly. It is clear and concise and the information will help us to renew our database and offer the very best service to our clients.

I am sending a copy of this memo to Matt Freeman. I know you have been working together organising the prize draw and winner's holiday in the Cotswolds. As the launch of the new model is imminent I should like to arrange a meeting with you both to finalise the details. The local press should be invited to cover the event which will give us some welcome publicity.

A letter has been received from the manufacturer indicating that profit margins are shortly to be cut by 2%. **This means that we cannot afford to be too generous on trade-in values against the new models.** Sales personnel therefore just take care to stress the quality of the Cambrian range and its ability to hold its value.

Copies Matt Freeman
File

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ANNUAL REPORT

After 30 years in business we are proud of our reputation as the leading dealer in quality cars in this district. Last year our trade increased by almost 20% which is reflected in the splendid figures in the balance sheet before you.

Service and Maintenance

We know that servicing and maintenance facilities are of great importance to our customers when choosing a vehicle. The following are among the services on which our customers can rely.

1. Courtesy or lone cars are freely available. An owner is not inconvenienced if his car is off the road for any reason.
2. We operate a free collection and delivery system so that a driver does not have to waste time waiting for a repair or service to be carried out.
3. A fully approved repair shop is staffed by trained technicians who have many years of experience.

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Used Car and Commercial Selection

All our used vehicles have been given a careful inspection. Below is listed a wide selection of vehicles currently on offer.

<u>Year</u>	<u>Vehicle</u>	<u>Price</u>
1994	Sports model	£16,700
1994	Motor caravan	£12,000
1996	Hatchback	£11,800
1995	Transporter van	£10,350
1993	Salon	£6,490
1994	Turbo diesel estate	£4,995
1990	Transit van	£3,500
1992	Mini delivery van	£2,500

(25)

New Model

At the moment we are promoting the launch of the new Cambrian model. This car is excellent value. As usual with the launch of a new model we are running an extensive

advertising campaign. A preview evening is being arranged and those on our mailing list are invited to this special event when refreshments will be reserved.

Development Programme

During the last year we organised our showroom and workshop. We now have a most attractive area in which to display all our vehicles. Our efficient workshop is now fully fitted with the very latest equipment. Staff morale is high and their courteous approach to our clients is much appreciated. Your directors feel that this is the right time to think about expanding the business. Suitable premises may shortly become available on the northern outskirts of the city. Negotiations are still a preliminary stage. The successful conclusion however would result in more jobs and greater opportunities for our staff.