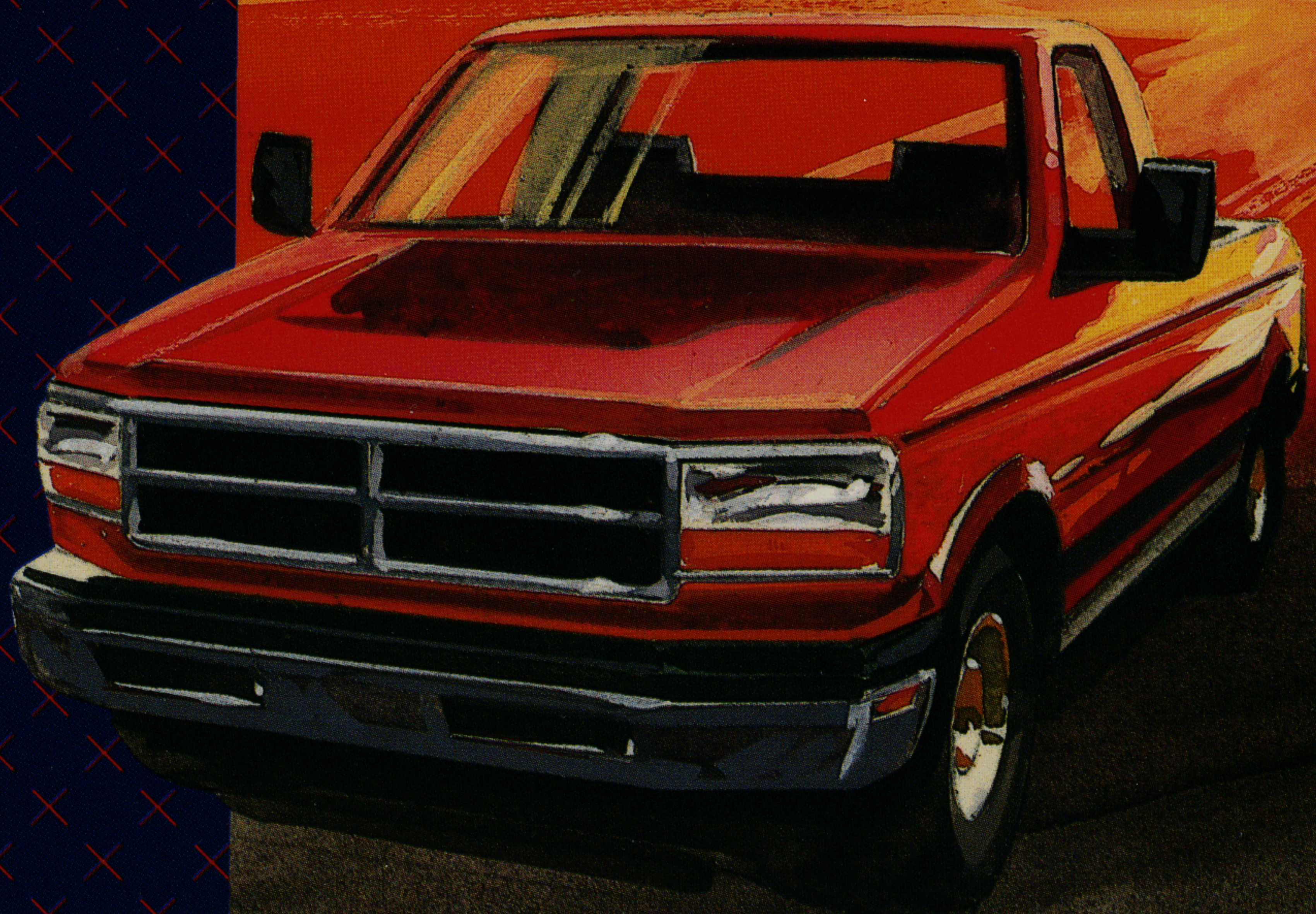


1986 PHASE I
SUMMARY REPORT

TRUCK DEALER VISIT PROGRAM



AMERICA'S BEST BACKED TRUCKS

**5/50
RAM
TOUGH**

**Dodge
Truck**

DIVISION OF CHRYSLER MOTORS

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

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TAB 1

INTRODUCTION

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

INTRODUCTION

- Phase I of the truck dealer visit program was originally scheduled/formulated to provide market inputs to the advance product development process for full-size trucks via the May 5, 1986 Concept Approval Meeting (postponed).
- During the nine week period of February 23, 1986 through April 22, 1986, thirty-five truck dealers within ten Chrysler sales zones were visited. The ten zones, listed in order of visitation, included:
 - San Francisco
 - Chicago
 - Orlando
 - Los Angeles
 - Cincinnati
 - New York
 - Houston
 - Dallas
 - Boston
 - Syracuse
- Visitation was restricted to those dealers that have competitive domestic truck franchises as well as the Dodge franchise. The visits were attended by dealer principals/management, sales zone management and Chrysler Center personnel. The discussions were organized into the following categories:
 - Power Train
 - Pickup
 - Van/Wagon
 - General
- Chrysler Center participation included twenty middle management personnel, representing eight separate organizations. The represented organizations included:
 - Advance Planning
 - Advance Power Train Planning
 - Components Planning
 - Financial Planning
 - Manufacturing Feasibility
 - Program Management
 - Truck Operations
 - Vehicle Packaging
- The attached report attempts to fulfill multiple purposes:
 - First, an attempt is made via the "Executive Summary" (Tab 2) to review the general highlights of the program in a concise format. For those seeking additional discussion, a "Detailed Summary Report" is provided (Tab 3).
 - The second purpose is to provide the reader with a history/background of the truck dealer visit program while providing regional inputs for analysis of specific truck product strength/weaknesses. This portion of the report (Tabs 4 through 18) also provides a base for future dealer visit program formatting as well as possible format improvements/modifications as appropriate.
 - The third purpose is to announce/describe Phase II of the truck dealer visit program and provide a tentative Phase II dealer visit schedule (Tab 19).
- Finally, the attached report closes with general comments and acknowledgements to provide the more subjective aspects of the program as well as thank the participants for their support (Tab 20).

TAB 2

EXECUTIVE SUMMARY

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

EXECUTIVE SUMMARY

The Full-Size Truck Market

- Full size, light duty pickups and van/wagons represent a market that is virtually unique to the Continental U.S., Canada and to a lesser extent Mexico. Participation in the full-size truck market is considered "straight forward", where product sophistication is secondary and product "fundamentals" are emphasized. To a large degree, the lucrative full-size truck market remains proprietary to the "Big Three", but some dealers questioned the permanency of that status given past Japanese and European incursions elsewhere in the car/truck markets.
- In full-size trucks Ford is the "hands down" leader and has been for 10-15 years. The dealers visited go so far as to say that the Ford, specifically the pickup, is the status symbol of the full-size truck market.
- The truck buyer is extremely brand loyal to the point of differentiating him/her psychologically from the typical car buyer. Once brand loyalty is established, "conquest" of that buyer by a competitive make is that much more difficult. Brand loyalty is strongest with Ford buyers with frequent conquest sales from Dodge and Chevy/GMC...rarely the reverse. In this respect market share is a long term issue with a proven track record of product reliability/durability being imperative to success.

Power Train

- In trucks, the overall performance, reliability and durability of the power train and chassis commands overwhelming precedence with respect to other aspects of the product. In the dealer discussions of "sheet metal versus power train", the "trucker" will almost invariably choose the superior power train.
- In this regard Ford is out in front with Chevy/GMC a distant second and Dodge considered last. Specifically, not only does Ford provide a "complete" power train lineup (six cylinder; small, medium and large gas V8, and a "good" diesel) but clearly leads in the implementation of technologies such as multi-point electronic fuel injection, automatic overdrive transmissions with lock-up, etc. Although Chevy/GMC also offers a "complete" power train lineup, the recent quality and overall driveability of their products is not on par with Ford. Dodge on the other hand has an "undersized" six cylinder, a medium size V8 (360) that has serious driveability, performance and economy shortfalls, and does not offer a large gas V8 or a "good" diesel. Although the dealers laud the reputation of the 318, they emphasize that the lack of a large gas and/or a diesel is a serious drawback for Dodge trucks.
- One dealer summarized the situation as follows, "Ford power trains sell Ford trucks". If Dodge is to remain a contender in the full-size truck market, the power train/power train availability must improve to at least that provided by Ford.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

EXECUTIVE SUMMARY

Pickups

- In the pickup portion of the full-size truck market, Ford is considered the product target. It is felt that if Ford had the "merchandising muscle of GM", they would command another 10-15 percent market share.
- There was near unanimous, sometimes unsolicited, agreement that Dodge quality has improved "dramatically" in the last 4-5 years. In addition to quality, Dodge pricing also commands the attention of the buyer. However, it is felt that a \$500-\$1000 price break would be required to draw a Ford buyer to Dodge (conquest sale). Ford's superior quality reputation, vastly superior trade-in value and well known superiority in power train were emphasized. By comparison, the Chevy enjoys superior merchandising (especially Corporate advertising) and an "exciting" external appearance (vs. Dodge).
- Nearly all thirty-five dealers voiced their reservations over the "lateness" of the 1991/1992 Dodge truck renewal explaining that "the old appearance is becoming difficult to sell around". With the Chevy freshening scheduled for 1987, a Ford freshening in 1987 and a "major action" scheduled for the Ford truck in 1989, the dealers were hoping that "at least a freshening" was planned prior to 1991. In this regard, there was near unanimous agreement that aerodynamic "refinement" or minor aerodynamic cues were acceptable as long as a "tough" or "rugged" appearance was simultaneously retained. Other design comments included a request to prioritize behind the seat storage over the crew/club cab.

Van/Wagon

- In balance, the Dodge van/wagon product is considered superior to that offered by Ford or Chevy. The exterior of the Dodge is considered more appealing, the quality equivalent if not superior, and the ride, ride stability and maneuverability marginally superior to that of the competitive entries. The biggest negatives voiced by dealers concerning the present Dodge van/wagon was that pricing was simply too high. A significant number of dealers were also concerned about the lack of corporate advertising support, especially television ads, and the recent slowing of full-size van/wagon sales in general.
- Near unanimity exists to the effect that the unibody versus full-frame construction is not a major issue in the van/wagon product. It was noted that commercial van buyers tend to be more aware of vehicle construction (versus typical wagon buyers) with one of their major concerns being "walk through" capability. On the other hand, wagon buyers frequently mention passenger compartment engine intrusion. Many of the dealers feel that although serviceability is roughly equivalent between Dodge and Ford, Ford's extended front end tends to reduce engine intrusion, improving not only "walk through" but passenger footroom as well. In addition, the Dodge design tends to exacerbate existing power train NVH, most notably cooling fan noise. The dealers feel this NVH problem could be mitigated with the availability of an automatic overdrive transmission, especially for passenger wagons.
- With respect to the van/wagon renewal, nearly all of the dealers surveyed would welcome an all new product but do not feel that a major deviation from the present design is required. Other than power train improvements; aerodynamic "refinements" and various feature enhancements will sufficiently maintain the competitive position presently enjoyed by Dodge.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

EXECUTIVE SUMMARY

General

- A clear majority of the dealers are anxiously awaiting a Dodge entry in the "hot" sport utility segment. Presently dominated by the Chevy S-10 Blazer, the sport utility segment has undergone a radical shift in emphasis from the full-size Ramcharger, Blazer and Bronco type vehicle to the S-10 Blazer/Bronco II sized vehicles. Expecting that a Dodge entry would/should be based on the N-Body, most dealers feel that the sport utility is the priority versus the N-extended cab. With the S-10 Blazer as the target vehicle, not only should an N-Body sport utility be made superior in product content versus the S-10, but it is important that the design be appealing to women and professionals as their primary vehicle, as does the present Blazer. The vehicle must be available in both 2 and 4 wheel drive configurations and have 4 (or 3) doors. With respect to the latter, the overall design should provide superior rear seat entry.
- An interesting outcome of the dealer visits were comments made relative to truck advertising and Lee A. Iacocca. Many dealers feel that Corporate advertising support for trucks is insufficient and simultaneously feel that the reputation, appeal and resultant impact of LAI could be extremely effective in rectifying this situation. In fact, one dealer principal uses the sales pitch, "Lee Iacocca used to build Ford trucks, now he's building Dodge...you don't think he's going to let ol' Henry beat him do you?!" Although humorous at the surface, the strict marketing implications/content of this sales pitch may deserve additional thought.
- In terms of the new "minivan" entries from Ford and Chevy/GMC, the Dodge dealers feel that the short wheelbase B-150 van/wagon should be aggressively used to "fend them off". Corporate advertising support (especially television ads) should portray the rear-wheel-drive Aerostar and Astro as vehicles competing with the rear-wheel-drive B-150. The RWD similarity and the comparably superior attributes of the B-150 should be continuously marketed against the Aerostar/Astro furthering a "proprietary" image of minivans as Chryslers. Comparisons of the Voyager/Caravan to the Aerostar/Astro should be avoided to assist with the effort to separate the competition's identity from the minivan market. One dealer envisioned it this way, "The Aerostar and Astro are just small rear-wheel-drive vans, they compete with my B-150...if you want a minivan, you need front-wheel-drive, and the only company that makes them is Chrysler!" In summary, if you want a minivan, you want a Voyager or a Caravan; if you want a small van, you want a "tried and true" short wheelbase B-150.

TAB 3

DETAILED SUMMARY REPORT

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

Purpose

The purpose of the Detailed Summary Report is to compile those comments quoted directly from the individual zone reports that are indicative of the majority opinion within the power train, pickup, van/wagon and general categories for full-size trucks. Although attempts have been made to avoid repetition of the fundamental points raised, there are instances where different aspects of the issue require multiple perspectives for adequate qualification, etc.

Those readers seeking regional insight or additional inputs are encouraged to examine the individual zone reports (Tabs 9-18).

Power Train

- o The number one priority to increase Dodge truck sales is to offer competitive power trains.
- o Full engine line availability (six cylinder; small, medium, large V8 gas; and diesel) a real strength for Ford/Chevy.
 - Dodge does not fully participate in truck market due to limited engine line coverage.
- o Need to "leap frog" in power train area, "we are behind".
- o Engines are selling Ford trucks. The 302 MPI/A40D is especially a winner.
- o The Ford 302 MPI engine outsells the 351 by a 5 to 1 margin in work trucks and has eliminated 351 sales in personal use trucks. Prior to the 302 getting MPI, the 351 was approximately 40% of 302/351 sales.
- o Most buyers expecting to tow- (heavy) will buy Ford's 460 or the 6.9L diesel. Dodge does not participate in heavy towing due to lack of large gas/diesel.
- o Dodge 6-cylinder is too small, needs to be bigger, around 300 CID.
- o Fuel injection badly needed on trucks; a definite weakness versus Ford. Customers "love" Ford's 302 MPI engine.
- o Need EFI, but TBI vs. MPI is no issue.
- o 50% of truck showroom traffic is aware of Ford's new MPI 302 engine.
- o 318 fuel economy appears to be deteriorating versus previous model years; has adequate power, good reputation.
- o We need a 360 engine that "runs", especially on $\frac{3}{4}$ and 1-ton trucks. The 360 currently does not meet performance or fuel economy expectations.
- o Would like to see a large gas but an all-out 360 with MPI, etc. may be better long run strategy.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

Power Train (Continued)

- o Seventy-five percent of commercial Chevy 30 vehicles are ordered with large gas (454 Cu. In.); one-ton vehicle market dominated by Ford/Chevy.
- o 454 large gas a real plus; practically all "dualies" go with 454.
- o Commercial business participation would be greatly aided by large gas engine to compete with Ford 460 and Chevy 454.
- o Poor past market performance of Chevy diesel still affects saleability of diesels in general.
- o Large gas engine not the priority versus diesel; would be able to sell a good diesel. Ford/IH 6.9L a good seller.
- o Would prefer large gas entry over diesel at present; GM hurt overall image of diesel engines. However, if diesel had performance/fuel economy and name with a reputation, this could be very sellable.
- o Truck fuel economy is important. Need 5-speed manual and 4-speed automatic transmission.
- o (Dodge) manuals in general are good pieces; clutch quality also "good".
- o Presently buyers are not requesting 5-speed manual transmission. However the import market has made them aware of the capabilities of the 5-speed transmission. General consensus seems to be that 5-speed transmission may be an option for future light-duty trucks.
- o Bad initial AOD offerings (from GM) has ruined reputation; AOD not wanted unless vast improvements are made.
- o Approximately 50% of Ford's truck showroom traffic is aware of automatic overdrive transmission; Dodge does not need AOD immediately but would like a "good one" in near future.
- o Dodge needs more optional axle ratios and in general, more versatility in power train offerings.
- o On 4 X 4, don't change front suspension; stay with solid axle. It's a selling feature.
- o Although Ford's initial IFS problems have been fixed, recommendation is to stay with solid front axle - Ramtrack has been greatly improved recently.

Pickups

- o Full-size pickup buyers have a definite purpose in mind which requires that size vehicle.
- o For the most part pickup buyers are very loyal; Ford sells on name and past history; a long term reputation is key.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

Pickups (Continued)

- o Ford makes and is known for the best pickup. A status symbol; superior quality reputation, trade in value, etc. Ford would "kill" pickup truck market if they had GM's merchandising.
- o A 15% share is attainable with competitive product availability. Further share improvement would be a function of building a broader owner base plus improved advertising and merchandising.
- o The Dodge sales mix is 15% business, 85% personal use. It is forced because of the lack of product to meet the needs of business users.
- o Dodge catching up with customer loyalty - need to wait another year to confirm.
- o Dodge pickup quality has drastically improved versus previous model years.
- o Chevy/GMC pickup quality poorest of "Big Three", especially drive train.
- o Pricing is crucial in pickup sales; Chevy doing better than Ford, Dodge pricing biggest selling point.
- o Resale is also very important; Dodge not competitive here.
- o Dodge pickup styling very old; "Dodge styling helps sells Fords!" Dodge badly needs "dress-up" to make it to the 1990's.
- o Trucks should be "Macho" in appearance.
- o Some aerodynamic exterior theme refinements are okay for pickup in short run. Major aero-based design change not recommended; perhaps long-run only.
- o Extended cab (+6") would be excellent. Club cab option would be good.
- o Extended cab desired by families; extra space sometimes used for children.
- o Target interior is Ford. A 60/40 seat would be a great feature.
- o Current seating package - retain, don't raise 'H' point. Ingress and Egress problems, buyer resistance.
- o Need new I/P but no excess electronics. No electronic graphics.
- o Chassis okay; no need for change, good ride and handling; perceived as better than competition.
- o Undersized tires do not support "Ram Tough" image on Dodge pickups.
- o Fifth wheel pickup trailer tow is important, need dual rear wheel pickup.
- o We will need to have a dual rear wheel conventional pickup when the Cummin's diesel becomes available along with good axle ratios.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

Vans/Wagons

- o Less market emphasis on full-size van/wagon (versus T115/Astro/Aerostar) but should be retained for commercial sales. Minivans taking higher share of market.
- o Full-size van sales have drastically fallen off; reason unclear but Astro van may be part of reason. Conversion van sales also down.
- o Current pricing is too high.
- o Dodge is considered the best V/W on the market.
- o Dodge van/wagon considered superior in styling, interior and serviceability versus Ford/Chevy entries. Fully dressed Dodge wagon very attractive.
- o General consideration - Dodge is the leader. Good product with more sizes and derivatives. No specific problem. Reskin could suffice. Sell more than 90% 127" wheel base.
- o Exterior design of Dodge wagon is excellent; no major changes are needed, but a freshening is needed prior to 1991/1992 time frame.
- o "Aero" will be important in the 1990's.
- o Quad lamps look better than the new 1986 front end.
- o Dodge does not have enough color combination available compared to Ford.
- o Eliminating engine dog house would improve passenger foot space and reduce heat.
- o Engine placement better than Ford. Dodge has better serviceability, also shorter and easier parking.
- o Engine cover intrusion is no problem.
- o The current walk through height is required.
- o A new instrument panel is needed.
- o We need plusher interiors.
- o Optimize storage capabilities.
- o Sliding door is a problem; swing doors are preferred.
- o Sliding door, poor maintenance and function.
- o Durability/reliability a major concern for van/wagon buyers; Dodge is doing a good job.
- o Wagon would benefit from fuel economy gains via 4 speed overdrive automatic option. Currently nearly all Chevy wagons are ordered with 4 speed O.D. at \$400 over base automatic transmission. Consumer acceptability/awareness very high.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

Van/Wagons (Continued)

- o Full-frame vs. unitized construction not considered a factor.
- o Commercial van buyers tend to be more aware of vehicle construction; i.e. frame versus unitized. In general, wagon buyers indifferent/not aware.
- o The front chassis needs to be strengthened on Dodge, particularly for commercial usage.
- o Ride and stability is good.

General

- o Priority: Power train first, sheetmetal second.
- o No matter what you build in Detroit, if you build it right and it works, we can sell it.
- o "Value" is key to selling any vehicle - trucks or cars - a combination of price, quality and product content.
- o Dodge quality has improved significantly in the last five years.
- o Dodge trucks sell on price. In order to be competitive, we must upgrade GVW's, interiors, and power trains. GVW's fail to haul stated loads and power trains fail to move loaded units.
- o Market share a long term issue, continuous product reliability image imperative; Ford has been most successful.
- o Truck buyers typically buy when need arises - they usually don't order and wait - they buy from stock.
- o Truck buyers tend to be more informed about the product. 95% of vehicles are sold from inventory at dealership. Orders are based upon historical track record.
- o Commercial buyers not sensitive to styling, functionality emphasized.
- o Many fleet buyers are switching back to Ranger from import "minis" for durability reasons.
- o Fleet sales should include 5/50 warranty protection regardless of fleet size. Presently, once fleet size reaches 10+ vehicles this disqualifies owner for 5/50 protection - totally inconsistent with 5/50 marketing theme.
- o Ford's "Goodwill" service program very effective - should be considered by Chrysler.

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

DETAILED SUMMARY REPORT

General (Continued)

- o LAI could be used very effectively in truck commercials - more Corporate advertising support of trucks needed in general.
- o "Lee Iacocca used to build Ford trucks now he's building Dodge". This sales pitch appears effective.
- o Short wheelbase RWD wagon (B150 with 109" W.B.) has potential to compete against RWD Astro/Aerostar. National advertising support needed.
- o Sport utility is best growth opportunity.
- o The Dakota (sport utility) is about the right size but the price has to be right.
- o Dakota sport utility is needed in 4 wheel drive configuration as number one priority, even over 'N' extended cab.
- o Dakota sport utility is important. It needs more than two doors. Three doors would be okay (rear side-curb side door). Ford's biggest product complaint is lack of rear seat entry in Bronco II.
- o Rambo type vehicle with convertibility not acceptable.
- o The new sport utility should stick to the current market concept, i.e. no RAMBO or T115 4WD. Dakota derivative with four doors would be about right.
- o V6 Dakota will be big seller; small V8 would be a "killer".
- o Composite pickup truck box could be a real plus for corrosion/payload benefits.
- o Chrysler starter noise does not convey a quality image.
- o Option simplification/packaging is acceptable if it helps quality.
- o Customers are still very fuel economy conscious - current gas pricing considered very temporary.
- o Customers expect new things from the New Chrysler Corporation.

TAB 4

TRUCK DEALER VISIT ANNOUNCEMENT LETTER



Inter Company Correspondence

F A X P A K

Telephone
16

Date
January 17, 1986

To — Name & Department

CIMS Number

All Zone Managers

From — Name & Department

CIMS Number

P. H. Kenningham Truck Sales Manager

USAS

Chrysler Center

414-05-26

Subject:

[REDACTED]

In the near future, there will be two teams from Detroit contacting some of our Truck dealers who also have a domestic competitive truck franchise (non-duals). The teams will be comprised of representatives from Advance Product Planning, Marketing, Program Management, Manufacturing, and Truck Operations. In all probability, the Truck Specialist will accompany the teams on the dealer contacts.

Please provide me with a list of your dealers (include city and state), that meet the above requirements, and that you would recommend as a beneficial contact. I would appreciate receiving your list by Wednesday, January 22, 1986.

If you have any questions, please call.

P. H. Kenningham

PHK/1-17/2

cc: D. L. Davis
P. J. Keegan
E. S. Clark
T. C. McAlear
All Regional Managers
All Regional Truck Managers

TAB 5

GENERAL NOTES

TRUCK DEALER VISITS
GENERAL NOTES

- o THE TRUCK DEALER VISIT PROGRAM IS BEING CONDUCTED SIMILAR TO THE C/P DEALER VISITS BUT INDEPENDENTLY.
- o THE OVERALL THEME OF THE VISITS IS TO DETERMINE/DISCUSS THE ISSUES RELEVANT TO THE FULL-SIZE PICKUP AND VAN/WAGON PRODUCT.
- o THE TENTATIVE SCHEDULING INVOLVES AT LEAST ONE ZONE VISIT PER WEEK.
- o PHASE I WILL INCLUDE TEN SALES ZONES AND BE COMPLETED BY APRIL 25, 1986. (PRE-MAY 5TH CONCEPT APPROVAL).
- o PHASE II WILL VISIT THE REMAINING ZONES AND IS PLANNED FOR COMPLETION BY YEAR-END.
- o TRIP PARTICIPANTS WILL INCLUDE REPRESENTATIVES FROM ADVANCE PLANNING, MARKETING, PROGRAM MANAGEMENT AND MANUFACTURING WHEN POSSIBLE. (THE BUSINESS GROUPS, LIBERTY AND OTHER RELEVANT ORGANIZATIONS WILL BE INCLUDED AS PART OF PHASE II).
- o EACH TRIP WILL INCLUDE A REPRESENTATIVE OF ADVANCE PLANNING WHEN FEASIBLE.
- o FROM THREE TO FOUR DEALER VISITS IS USUALLY REQUIRED TO ACCURATELY SURVEY A PARTICULAR GEOGRAPHIC AREA. THE DEALERS ARE SELECTED BY ZONE MANAGEMENT ON THE BASIS OF TRUCK SALES PERFORMANCE, ETC.
- o THE TRUCK DEALERS VISITED WILL INCLUDE "DUAL" FRANCHISES (DODGE/FORD, DODGE/CHEVY OR DODGE/GMC) AND OWNERS OF MULTIPLE TRUCK FRANCHISES. IT IS IMPORTANT THAT BOTH THE DODGE AND COMPETITIVE DEALER TRUCK MANAGERS BE PRESENT.
- o WHEN AN INTERESTING OR IMPORTANT COMMENT IS MADE BY A DEALER, TIME SHOULD BE SPENT GETTING THE DETAILS OF WHY THEY HAVE THIS OPINION, ETC.
- o IN GENERAL IT IS RECOMMENDED THAT VISIT PARTICIPANTS CONSOLIDATE THE DEALER VISIT MINUTES/NOTES THE EVENING IMMEDIATELY FOLLOWING THE VISIT.
- o DEALER VISIT PARTICIPANTS ARE ADVISED TO BRING AN AMPLE SUPPLY OF BUSINESS CARDS.

PAUL V. SHERIDAN OF ADVANCE PLANNING IS COORDINATING THE TRUCK DEALER VISITS AND CAN BE CONTACTED ON EXTENSION 6-0341, CIMS NUMBER 415-03-10. IF NOT AVAILABLE, CONTACT LARRY A. TURNER, EXT. 6-6068.

TAB 6

“THOUGHT STARTERS” QUESTIONNAIRE

TRUCK DEALER VISITS - PHASE I

THOUGHT STARTERS

POWERTRAIN

- o General comments on Dodge Truck driveability? Serviceability?
- o Are Dodge engines sized correctly?
- o Does Dodge need a large gas V-8?
- o Does Dodge need a diesel in the pickup? Van/wagon?
- o Does Dodge need fuel injection? Throttle body? Multi-point?
- o General comments on Dodge transmissions?
- o Does Dodge need a heavy-duty overdrive automatic? Light duty?
- o Which competition is the strongest in powertrains? Why?
- o Where do the Japanese stand on powertrain? Where are they headed?

CHASSIS

- o General comments on ride quality? Payload? NVH?
- o Durability
- o Is Dodge 4WD performance adequate?
- o Which vehicle construction mode is appropriate for van/wagons: full frame or unitized?

INTERIOR

- o Does Dodge need an extended cab pickup? Crew Cab?
- o General comments on interior lay-out? Quality?
- o Split bench seats?
- o Radios?
- o Ergonomics?
- o Color selections/combinations?

EXTERIOR

- o General comments?
- o Should Dodge pursue a composite pickup box?
- o Should a major design change be pursued (e.g. aerodynamic) or major/minor freshening?
- o Are the bumpers adequate?
- o Paint quality? Color selection? Any additions? Deletions?

OTHER

- o Overall comments on quality
- o Customer perceptions
- o Competitive dealer perceptions
- o Market/Competitive trends
- o 5/50 Protection Plan (competitive warranties?)
- o Competitive strengths? Weakness?

TAB 7

ZONE VISIT SCHEDULE

TRUCK DEALER VISITS - PHASE I SUMMARY REPORTZONE VISIT SCHEDULE

<u>ZONE</u>	<u>NUMBER OF DEALERS</u>	<u>VISIT DATE*</u>	<u>PARTICIPANTS</u>	<u>ORGANIZATION</u>
San Francisco	4	02/23/86	T. DeBoer W. D. McAuley D. H. Olsen	Truck Operations Manufacturing Feasibility Financial Planning
Chicago	4	03/02/86	E. J. Perkins R. E. Pfeifer T. A. Skemp	Manufacturing Feasibility Program Management Advance Power Train Planning
Orlando	3	03/09/86	T. B. Gage R. R. Reeder P. V. Sheridan	Advance Power Train Planning Body Components Planning Advance Planning
Los Angeles	3	03/16/86	R. E. Pfeifer L. A. Turner	Program Management Advance Planning
Cincinnati	4	03/16/86	T. DeBoer E. J. Perkins T. A. Skemp	Truck Operations Manufacturing Feasibility Advance Power Train Planning
New York	4	03/30/86	A. C. LaCroix J. E. Reece	Vehicle Packaging Advance Planning
Houston**	4	04/06/86	R. E. Burnham R. O. Eccles J. M. Hossack D. H. Olsen K. J. Price L. A. Turner	Advance Planning Advance Planning Components Planning Financial Planning Truck Operations Advance Planning
Dallas	2	04/06/86	J. M. Hossack K. J. Price L. A. Turner	Components Planning Truck Operations Advance Planning
Boston	4	04/13/86	R. E. Burnham J. R. Thomson H. C. VonRusten	Advance Planning Product Systems Planning Program Management
Syracuse	3	04/20/86	P. V. Sheridan T. A. Simonsen F. B. Whelan	Advance Planning Truck Operations Power Train Components Planning

* Week beginning.

** Included coordination/participation in Houston Truck & Features Research.

TAB 8

TYPICAL ZONE VISIT CONFIRMATION LETTER



March 25, 1986

Mr. Eric R. Kaplan
Truck Manager
Houston Sales Zone Office
CHRYSLER CORPORATION
P. O. Box 60507
Houston, TX 77205-0507

Dear Mr. Kaplan:

SUBJECT: TRUCK DEALER VISITS

As promised, I am enclosing the itinerary for the upcoming visit by Chrysler Center personnel to the selected truck dealers in the Houston zone.

The general purpose of these meetings is to discuss the present and future requirements of the full-size pick-up and van/wagon markets. In general it is highly recommended that both the Dodge truck manager as well as the competitive truck manager be present during these meetings. Specific discussion items should include buyer wants/needs, Dodge truck product strengths/weaknesses, advertising copy, etc. Additional items, such as power train issues, minivans, etc. are also a welcome part of what will prove to be productive and informative discussions.

Again, the field visit teams are comprised of representatives from three or four functional groups that have direct impact on the Dodge truck product. I can assure you that these individuals have been selected to participate as a result of their admirable ability to relate to and effect the comments/suggestions from our all-important truck dealer body. They sincerely look forward to meeting with the selected dealers in your zone.

If there are any questions with respect to the subject, please do not hesitate to contact me on (313) 956-0341 or 8-876-0341 or Larry Turner on 8-876-6068.

Sincerely,

Paul V. Sheridan
Advance Vehicle Planning

Enclosure
400 PVS.5C

cc: Mr. Jack Apple, Jr., Greenspoint Dodge
Mr. Ramsay Gillman, Gillman Dodge
Mr. Dom Torres, Mac Haik Dodge
Mr. Mike Hall, Mike Hall Dodge
Mr. T. R. Marinelli, Zone Manager

TRUCK DEALER VISITS - PHASE I

TRIP ITINERARY

TEAM #7 - HOUSTON/DALLAS ZONES

	<u>ORGANIZATION</u>	<u>LOCATION</u>	<u>DEPT.</u>	<u>CONTROL #</u>
R. E. Burnham*	Advance Png.	1225	4810	T-81238
R. O. Eccles*	Advance Png.	1225	4810	T-81239
J. M. Hossack	Components Png.	1225	4820	T-75569
K. J. Price	Truck Marketing	2700	2511	T-05352
L. A. Turner	Advance Png.	1225	4810	T-75571

* HOUSTON ONLY

APRIL 3, 1986 (THURSDAY) - R. E. Burnham

- Continental Flight #393 (International Airport) Departs Detroit 8:15 a.m. Arrives Houston 10:00 a.m.
- Shuttle service to Westin Galleria provided every 20 minutes via the Post Oak Terminal. A block of rooms is reserved for Chrysler personnel.

APRIL 4, 1986 (FRIDAY) - R. O. Eccles/K. J. Price/L. A. Turner

- Republic Flight #289 (Hobby Airport) Departs Detroit 1:10 p.m. Arrives Houston 3:05 p.m.

APRIL 4, 1986 (FRIDAY) - J. M. Hossack

- American Flight #317/271 (Hobby Airport) - Avis Rental Departs Detroit 7:05 p.m. Arrives Houston 10:47 p.m.
- Take shuttle service to Westin (See April 3)

APRIL 7, 1986 (MONDAY) - R. E. Burnham/R. O. Eccles/J. M. Hossack/K. J. Price/L. A. Turner

- 7:30 a.m. Meet Eric Kaplan/Ed Eskola (Houston Zone, 713/820-6823) for breakfast in Westin lobby.
- 9:00 a.m. Gillman Dodge (REB/ROE with Eric Kaplan)
Mike Hall Dodge (JMH/KJP/LAT with Ed Eskola)
- 1:30 p.m. Mac Haik Dodge (REB/ROE with Eric Kaplan)
Greenspoint Dodge (JMH/KJP/LAT with Ed Eskola)
- Continental Flight #392 (REB/ROE) Departs Houston 7:10 p.m. Arrives Detroit 10:40 p.m.

-
- Continental Flight #163 (JMH/KJP/LAT) Departs Houston 7:55 p.m. Arrives Dallas 8:50 p.m.
 - Take shuttle service to Marriott DFW, three separate rooms reserved (JMH/KJP/LAT).

APRIL 8, 1986 (TUESDAY) - J.M. Hossack/K. J. Price/L. A. Turner

- 7:30 a.m. Meet Fred Salinas/Michael Hale (Dallas Zone, 214/242-8449) for breakfast in TBD lobby.
- 9:30 a.m. Preston II Chrysler-Dodge
- 2:30 p.m. Irby Chrysler-Dodge
- American Flight #158 Departs Dallas 8:00 p.m. Arrives Detroit 11:15 p.m.

TRUCK DEALER VISITS - PHASE I

HOUSTON AND DALLAS ZONES

DEALER

VISIT TIME/DATE

Mr. Ramsay Gillman
GILLMAN DODGE
7157 Fongren Road
Houston, TX 77036

Monday; April 7, 1986
9:00 a.m.

Mr. Mike Hall
MIKE HALL DODGE
10650 Eastex Freeway
Houston, TX 77093
713/695-2455

Monday; April 7, 1986
9:00 a.m.

Mr. Dom Torres
MAC HAIK DODGE
11890 Old Katy Road
Houston, TX 77079
713/870-9999

Monday; April 7, 1986
1:30 p.m.

Mr. Jack Apple, Jr.
GREENSPPOINT DODGE
11655 North Freeway
Houston, TX 77060
713/820-3355

Monday; April 7, 1986
1:30 p.m.

Mr. Monte White
PRESTON II CHRYSLER-DODGE
1295 North Central Expressway
Richardson, TX 75080
214/234-3444

Tuesday; April 8, 1986
9:30 a.m.

Mr. George Irby
IRBY CHRYSLER-DODGE
4201 West Camp Wisdom Road
Dallas, TX 75237
214/296-0026

Tuesday; April 8, 1986
2:30 p.m.

TAB 9

INDIVIDUAL ZONE VISIT REPORT:

SAN FRANCISCO



Telephone
N-ICC-F-35

Date
March 4, 1986

To — Name & Department

CIMS Number

R. E. Eccles
Program Planning Chief
Special Programs

Chrysler Center

From — Name & Department

CIMS Number

(See Below)

DEALER VISITS-SAN FRANCISCO ZONE

Subject:

FROM: T. deBoer W. D. McAuley D. H. Olsen

The following dealers in the San Francisco Zone were visited by the undersigned:

- Electric Garage
- Swift Dodge
- Dodge Center
- Vallejo Dodge

The attached listing encompasses comments received from each dealership and are broadly divided into powertrain, standard pickup, standard van/wagon and sport utility. Each dealership had a somewhat unique market, orientation and sales approach:

o **Electric Garage** - (Lonie Prichard)

A smaller dealer which serves the local farming community and is oriented toward the commercial/business vehicles with a particular concentration on powertrain needs for work trucks.

o **Swift Dodge** - (Chuck and Bob Swift)

This large volume dealership is located in a more urban setting and serves the personal truck needs along with a concentration on commercial/government fleet bids.

o **Vallejo Dodge** (Ron Barber - dualled with Chevrolet and Jeep)

A suburban dealership where truck sales are primarily concentrated toward the personal use. Competitiveness in specifications and appearance are important elements in the sales effort.

o **Dodge Center** - (Gene Johnson - sales manager)

Primarily a suburban dealership which sells to the personal use customer but has recently become aware of the stake truck market and is beginning to move in this direction. Organization is primarily sales oriented and less concerned about product features and specifications.


T. deBoer


W. D. McAuley


D. H. Olsen

cc: E. S. Clark P. V. Sheridan
P. J. Keegan J. L. Worley

SAN FRANCISCO ZONE - DEALER VISIT COMMENTS

ELECTRIC GARAGE - LONIE PRICHARD

General:

- o Dodge, no image - Ford is status symbol
- o Niche vehicles/features are important
- o Stretched T115 will affect (reduce) fullsize van/wagon sales.

Powertrain:

- o Six cylinder Dodge not adequate, lack of power.
- o 360 - lack of power
- o Transmission, need manual offerings especially D-250 with 318
- o Need 5 speed manual in 3/4 and 1/2 ton
- o Need deeper axle ratio availability
- o Need Diesel for power and economy (note: need large air cleaner for dusty area)
- o Diesel would cover R/V and Trailer Tow powertrains. Need 3.9 ratio with 833 transmission
- o Could replace 360 with 426
- o 318 with adequate gearing could supplant current 360 if big gas was available
- o Fuel injection - good selling point. No difference TBI vs. MPI for customer

Pickups - Fullsize

- o Rear springs seem weak and sag. Ford does a better job
- o 4X4 solid axle better than IFS
- o Rear axle semi-float perceived as not as good as full float
- o Vacuum track lock can get dirt bound, prefers manual hubs
- o Traditional buyer prefers square, durable look (not Aero look)
- o Sheetmetal, just change enough so that truck is "new" to customer

Pickups - Fullsize

- o Priority: powertrain first, sheetmetal second
- o Cab sizes: prefer extended cab over adding just 6", but any extension is a plus. In overall priority 'N' extended cab should be first.
- o Toughness is "good enough" need other things now
- o Tailgate not strong enough, when loaded fails, cannot repair weld - on hardware
- o Current chassis is O.K. - ride, handling, durability, etc.

Van/Wagon

- o Front End, premature tire wear problem
- o Engine placement better than Ford. Dodge has better serviceability, also shorter and easier parking
- o Sliding door, poor maintenance and function
- o Single rear door is a problem with towing vehicles, cannot open

Sport Utility

- o Status vehicle, very little actual off road use
- o Dakota derivative is preferred
- o Rambo type vehicle with convertability not acceptable
- o Serious off road enthusiasts use Jeeps or short wheelbase pickups.

SWIFT DODGE - CHUCK AND BOB SWIFT

Powertrain

- o Limited powertrain availability
 - Engines, need big gas
 - Transmissions, need more manual offerings
 - Axles, need more ratio availability
 - Increase offerings of powertrain combination
- o Cannot drop 360 in lieu of big gas, need 360 for Ramcharger, 1/2 ton pickup and 'B' wagons.
- o Need either a big gas or big diesel. Ford is selling a lot of diesels in his market

Powertrain

- o 3 speed automatic A-727 is O.K., don't need 4 speed
- o Fuel injection, need as soon as possible
- o TBI or MPI is O.K., customer does not recognize difference

Pickup

- o Current chassis is O.K., but 4 wheel drive noisy in low range.
- o Do not want fulltime 4 wheel drive
- o Ramtrack is O.K., prefers manual hubs
- o Composite components O.K., probable market advantage
- o Bench seat must have on pickup. 60-40 is O.K. as long as 3 person seating is retained. Need for legal child seating requirements
- o Extended cab (+6") would be excellent. Club cab option would be good.
- o Current seating package - retain, don't raise 'H' point. Ingress and Egress problems, buyer resistance
- o Need new I.P. but no excess with electronics. No electronic graphics
- o Appearance, Aero is O.K., but don't radically change conventional pickup truck appearance.
- o With Dakota, big pickup will be more work, commercial oriented
- o 4X4 pickup needs to get good fuel economy
- o Note: Dakota will be a sales success with 97% V6 sales.

Van/Wagon

- o Need new appearance, more Aero look (Toyota?)
- o Current pricing is too high
- o Van Conversion market is being lost due to high "chassis" cost.
- o Note: Dual doors needed on 'S' Body
- o Engine location should stay where it is, better engine serviceability and shorter vehicle. Need to improve passenger foot room
- o No market for full size front wheel drive van/wagon or pickup

Van/Wagon

- o Consider accommodation of handicapped/wheelchairs
- o Sliding door not acceptable 'S' Body design probably O.K. Single rear door and double rear door are needed, also better latching.

Sport Utility

- o Dakota sport utility is needed in 4 wheeldrive configuration as number one priority, even over 'N' extended cab.
- o Fullsize Ramcharger can then be dropped
- o Rambo conversion concept not acceptable, just design a good unit without conversion compromises
- o Small sport utility will attract upscale conquest buyers
- o Sport Utility buyers are primarily upscale, mostly (60%) driven by women. Multi-purpose use from shopping to weekend mountain trips
- o Sport Utility is best growth opportunity
- o T-115 4 wheeldrive is a great idea, but don't shorten the vehicle. Extra capacity is a real plus, 7 passenger capacity, etc.

Miscellaneous

- o On T-115 the V6 availability is more important than stretch
- o Quality, a steady improvement noticed every year, dramatic 1983 through 1986.

VALLEJO DODGE - Ron Barber

Powertrain

- o Fuel injection, M.P.I., very important - not T.B.I.
- o Ford diesel very hot, sold at \$1000 over sticker, also used + \$1200 premium, G.M. diesel retains stigma.
- o Diesel in Ford vans is a good seller
- o 360 gears are too tall
- o Need A-727 4 speed
- o Diesel with turbo, turbo might be perceived as a weak point, durability may be questioned

Powertrain

- o Big gas is better than diesel
- o Need 5 speed manual transmissions
- o 318 in Ramcharger is not adequate, need 360
- o 318 in 1/2 ton is O.K. but need EFI as soon as possible
- o Need to "leap frog" in powertrain area, "we are behind"

Pickup

- o Chassis is good, better than Ford and Chevrolet
- o Need utiline for matcho customers
- o Short wheelbase is a must
- o A longer cab (+ 6") is a good idea
- o Pickup is primarily for personal use and usually sold fully equipped
- o Fifth wheel pickup trailer tow is important, need dual rear wheel pickup
- o 60/40 seat a good idea, need fold down armrests, vinyl won't sell
- o Need new appearance, not just grille. Ford is best in appearance. '87 Chevrolet appearance is in the right direction
- o Higher 'H' point is no good. Ingress and Egress is worse, especially for older people buying 3/4 ton for R/V purposes as an example
- o Composite box is no advantage, stay with steel
- o Replace I.P. as soon as possible, electronic features would be good
- o Quality paint is biggest problem
- o Dual exhaust, two separate tailpipes is a must for 360
- o 4X4 - IFS is preferred over solid axle

Van/Wagon

- o Current interior and exterior appearance is O.K. but would like new IP and raked W/S angle
- o Engine cover intrusion is no problem
- o Doors retain all options but change side swing doors to 1/3 - 2/3

Van/Wagon

- o No crossover consideration from T-115 to 'B' van
- o Note: Price is too high and need financing for van conversions
- o T-115 conversion with stretched model will probably sell better

Sport Utility

- o Need fullsize and small
- o Small - need 2 door and 4 door
- o Convertability questionable
- o Need 2 wheel drive option for small Ramcharger
- o Need IFS 4 wheel drive
- o Engage 4 wheel drive while moving
- o Full size Ramcharger with big gas engine would be a hot seller

DODGE CENTER - GENE JOHNSON

Powertrain

- o Need 360 in all applications
- o Fuel injection not important
- o Bigger gas needed, do not drop 360
- o Diesels will not sell, based on Chevrolet's experience
- o All transmissions are O.K. as is

Pickup

- o Chassis O.K., good ride and handling
- o Appearance good
- o Longer cab (+6") good feature
- o Wants short wheelbase utiline
- o Don't raise 'H' point. Caravan sells better than Astro because of height difference
- o Composite box no good, need steel for tough image

PICKUP

- o Maintenance and durability O.K. today
- o 4X4 IFS better than solid front axle
- o Tough appearance better than Aero look. No sloping hood
- o Need younger buyers
- o 60/40 seat very desirable
- o Interior appearance O.K., no change needed
- o Need dual wheel pickup
- o NOTE: Good truck market but owned by Ford

Van/Wagon

- o Interior and exterior O.K., no need for change
- o Engine location is good, don't change. Ford owners that buy Dodge like it, can use engine cover as console
- o Doors O.K., retain options
- o Also need 360 in all applications
- o 'B' Karyvan - good market

Ramcharger

- o Mexico Source, poor quality image
- o Need small utility, also retain large Ramcharger
- o If only one, small is preferred
- o 4 door better than 2 door for carrying people
- o Removable roof would be good
- o No demand for 4X4 T-115

TAB 10

INDIVIDUAL ZONE VISIT REPORT:

CHICAGO



Telephone

Date

REP/PVS3-6

March 6, 1986

To — Name & Department

CIMS Number

P. V. Sheridan, Program Planner - Advance Product Planning

HP

415-03-10

From — Name & Department

CIMS Number

R. E. Pfeifer, Manager - RWD Trucks Program Management

HP

418-04-18

Subject:

PHASE I TRUCK DEALER VISITS

R. E. Pfeifer, E. J. Perkins and T. A. Skemp visited the following dealers in suburban Chicago on March 3 and 4, 1986:

- Heritage Dodge
- Glen Ellyn Dodge
- Al Piemonte Dodge
- Elmhurst Dodge

Heritage Dodge

The current owner recently moved to a new facility after buying out an unsuccessful dealership at another location and turning it around. He also runs a large Pontiac dealership dualled with Mazda, a full line Ford dealership, and a GMC Truck dealership, all located on the same auto row. The owner, his Dodge General Manager, and his Ford Truck Manager participated in the discussion.

The dealer's father owns several additional dealerships in the same area.

Glen Ellyn Dodge

The discussion was with the active partner. The silent partner is his father who owns the neighboring Ford dealership where the Dodge dealer obtained his experience.

Al Piemonte Dodge

The owner has the largest Ford dealership in the Chicago area which is also one of the largest in the U.S. He recently purchased the Dodge dealership after terminating a Dodge franchise several years ago. He also owns a Nissan dealership and a Chevrolet dealership.

The discussion was with the owner, his Dodge General Manager and his Ford Fleet Sales Manager.

Elmhurst Dodge

The discussion was with the majority partner who was formerly the leading G.M. sales person in the Chicago area.

This trip report is made as a series of the dealers' statements in the hope it will be easier for you to meld with other reports and draw consensus conclusions.

The following were unanimous statements:

- There is nothing wrong with our products from a feature or quality standpoint.
- Dodge quality has improved significantly in the last five years.
- Dodge commercials are great but we need more advertising.
- Ford has the image and is entrenched.
- Pricing is the name of the game. We need less price, particularly on full size wagons. They are unaffordable.
- Astro and Aerostar are definitely affecting full size wagon sales.
- The extended warranty has been a big help.
- We need a bigger 6 cylinder.
- Fuel economy is important.
- We need a 4-speed automatic, then you can drop the 3-speed.
- You do not need a manual transmission in full size van/wagon, even with a 6 cylinder.
- The 318 has a good reputation.
- Frame vs. uni-body is not a buy consideration on vans/wagons. Customer does not know what's under there.
- The B models are the right size for their segment. Do not see any advantage to more sheetmetal out front.
- Fewer free fall options and more packaging of options would be okay. The Ford rapid spec packaging system works well. It simplifies our stocking and we can sell a higher percentage direct from stock.
- Do not need more behind the seat storage room on pickups. It would make the cost more. Price is important. A club cab would be better.
- The Dakota is about the right size but the price has to be right.
- A club cab is important in the Dakota.
- A Dakota sport utility is important. It needs more than two doors. Three doors would be okay (rear side-curb side door). Ford's biggest product complaint is lack of rear seat entry in Bronco II.

The following are comments that were not unanimous:

- Three dealers felt we needed more incentive programs. One dealer felt our incentives were adequate.

- Two dealers thought we might do okay with fewer exterior colors. One dealer wanted more colors. Two dealers thought our color selection should be more bright (like Ford).
- One dealer said the full size pickup needs strong, trucky, traditional styling. Aero styling is sissy.
- One dealer said the new Fords and Chevys will have aero styling and it will go over.
- One dealer complained about being shut out from many fleet sales because he had to order 15 trucks minimum to get a special fleet color. This dealer has a Ford store and can get any of 325 fleet colors, for +\$26, for major fleet, \$60 for small fleet, and \$140 for single.
- One dealer thought solid axle vs. IFS in full size 4X4 was not an important distinction.
- One dealer thought we need a modern 5-speed O.D. box in full size pickups.
- One dealer suggested that the ram hood ornament needs to be modernized and smaller.
- One dealer thought a Dakota S/U should have a sliding side rear door and one thought that the door should be hinged.
- One dealer thought a convertible cargo area in the S/U would be okay. Three dealers thought we should target the S-10 Blazer but with rearside door.



R. E. Pfeifer

cc: E. S. Clark P. J. Keegan
 D. E. Dawkins E. J. Perkins
 R. O. Eccles T. A. Skemp
 H. C. von Rusten

TAB 11

INDIVIDUAL ZONE VISIT REPORT:

ORLANDO



Inter Company Correspondence

Telephone Date
 T6/OZ OZA April 7, 1986

To — Name & Department	Chief	Chrysler Center	CIMS Number
R. O. Eccles	Advance Product Development	Chrysler Center	415-03-10
From — Name & Department		Chrysler Center	CIMS Number
T. B. Gage	Advance Power Train Programs	Chrysler Center	415-03-10
R. R. Reeder	Body Components Planning	Chrysler Center	415-03-08
P. V. Sheridan	Advance Product Development	Chrysler Center	415-03-10

Subject: TRUCK DEALER VISITS - ORLANDO ZONE

The following truck dealers of the Orlando Zone were visited by the undersigned:

- o SUNSET CHEVROLET/DODGE - Sarasota, FL
 - Floyd Clements - General Manager
 - Trevor Einhaus - Chevrolet Truck Sales Manager
 - Don Osborne - Dodge Truck Sales Manager

- o SAM GALLOWAY DODGE/FORD - Fort Myers, FL
 - Joe Franklin - Ford Truck Sales Manager
 - Arthur Miller - General Manager
 - Howard F. Yantis - Dodge Truck Sales Manager

- o ED MORSE CHEVROLET/DODGE - Fort Lauderdale, FL
 - Glenn Aumen - Chevrolet Truck Sales Manager
 - Ted Morse - President

The attached listing encompasses comments received from each dealership and is broadly arranged into power train, full-size pickup, full size van/wagon and general.


 T. B. Gage


 R. R. Reeder


 P. V. Sheridan

mas

ATTACHMENT

cc: J. E. Holtslag
 R. C. Horn (Orlando Zone)
 G. L. Rinschler
 F. J. Sherwood (Orlando Zone)

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS

SUNSET CHEVROLET/DODGE - Monday; March 10, 1986

Power Train:

- o General performance and driveability of 318/360 engines is good - no major complaints.
- o Commercial business participation would be greatly aided by large gas engine to compete with Ford 460 and Chevy 454.
- o Poor past market performance of Chevy diesel still affects saleability of diesels in general.
- o Priority should be large gas first - not that interested in any diesels at this time; diesels not even stocked.
- o Full engine line availability (six cylinder; small, medium, large V8 gas; and diesel) a real strength for Ford/Chevy.
 - Dodge does not fully participate in truck market due to limited engine line coverage.
- o Fuel injection per se not critical to Sarasota market at this time - but it is an emerging issue and should be included as quickly as possible.
- o Distinctive Chrysler starter motor noise does not project a quality image.
- o Dealer feels public has misconceived perception of the automatic overdrive option. Does not see automatic overdrive as a high priority. Public utilized overdrive during heavy towing causing extensive engine and transmission wear.
- o Light-duty automatic overdrive is desirable.
- o Four speed manual transmission as standard equipment is a high plus for Dodge considering that 3 speed column shift is standard on Chevrolet...upgrade to 4 speed floor shift is \$115 extra.
- o Chevrolet O.D. automatic sells for \$400 over 3 speed automatic. Typically requested by small V8 buyers or light-duty cycle buyers.
- o Presently buyers are not requesting 5 speed manual transmission. However the import market has made them aware of the capabilities of the 5 speed transmission. General consensus seems that 5 speed transmission may be an option for future light-duty trucks.
- o In Sarasota 4WD units are usually sought by commercial buyers (i.e. construction). Minor market.

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

SUNSET CHEVROLET/DODGE - Monday; March 10, 1986

Power Train (Continued):

- o Ford I.F.S. is considered inferior to solid front axle due to serviceability/durability issues.
- o Dealer/market not cognizant of Ram Trac system vs. manual locking hub or automatic locking hubs. Needs more Corporate advertising support.

Pickups

- o Continuing strong market seen for $\frac{3}{4}$ and 1 ton; payload encroachment by small/medium size trucks into $\frac{1}{2}$ ton range may hurt those entries.
- o Ford image/product worth up to \$500 over competitive pickups with respect to conquest sales.
- o Pickup truck buyers extremely brand loyal.
- o Fleet sales should include 5/50 warranty protection regardless of fleet size. Presently, once fleet size reaches 10+ vehicles this disqualifies owner for 5/50 protection - totally inconsistent with 5/50 marketing theme.
- o Emphasis of Chevy truck sales is commercial/fleet. Dodge buyers typically younger/private-use oriented.
- o Seventy-five percent of commercial Chevy 30 vehicles are ordered with large gas (454 cu. in.); one-ton vehicle market dominated by Ford/Chevy.
- o Commercial buyers not sensitive to styling, functionality emphasized.
- o Market share a long term issue, continuous product reliability image imperative; Ford has been most successful.
- o For Dodge, a large gas engine should be timed with dual rear wheel cab-chassis entry.
- o Crew/Club cab vehicles are highly specialized and represent a small percent of the market.

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS

(CONTINUED)

SUNSET CHEVROLET/DODGE - Monday; March 10, 1986

Van/Wagon

- o Short wheelbase RWD wagon (B150 with 109" W.B.) has potential to compete against RWD Astro/Aerostar. National advertising support needed.
- o LWB/V6 T115 considered competitive versus Astro/Aerostar in commercial market.
- o Less market emphasis on full-size van/wagon (versus T115/Astro/Aerostar) but should be retained for commercial sales. Minivans taking higher share of market.
- o Full-frame vs. unitized construction not considered a factor.
- o Dodge Van/Wagon considered superior in styling, interior and serviceability versus Ford/Chevy entries. Fully dressed Dodge wagon very attractive.
- o Wagon would benefit from fuel economy gains via 4 speed overdrive automatic option. Currently nearly all Chevy wagons are ordered with 4 speed O.D. at \$400 over base automatic transmission. Consumer acceptability/awareness very high.

General

- o All Chrysler vehicles experience frequent battery problems...a real headache.
- o Ultimate sound radio good but speakers and speaker placement degrades system performance. Pricing considered too high.
- o Composite pickup truck box could be a real plus for corrosion/payload benefits.
- o Dodge full-size and minivan serviceability good; should continue to be emphasized.

SAM GALLOWAY DODGE/FORD - Tuesday; March 11, 1986

Power Train

- o Fuel injection badly needed on trucks; a definite weakness versus Ford. Customers "love" Ford's 302 MPI engine.
- o 318 has good reputation but needs more power.
- o 360 needs better fuel economy; power is adequate.

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS

(CONTINUED)

SAM GALLOWAY DODGE/FORD - Tuesday; March 11, 1986

- o Large gas engine not the priority versus diesel; would be able to sell a good diesel. Ford/IH 6.9L a good seller.
- o "Slant Six" engine quality deteriorating rapidly; needs help.
- o Five speed manual transmission mostly oriented at youth at present; Imports making customers more aware however and should be offered in the future.
- o Manuals in general are good pieces; clutch quality also "good".
- o Lack of overdrive lock-up automatic not a problem at present; could be in the future. Would like to offer fuel injected 318 with AOD, especially in B-150 wagons.
- o Rear axle ratio availability is adequate.

Pickups

- o Ford makes and is known for the best pickup. A status symbol; superior quality reputation, trade in value, etc. Ford would "kill" pickup truck market if they had GM's merchandising muscle.
- o F-150 not hurt by Ranger; N-Body "shouldn't" hurt D-150.
- o Dodge pickup styling very old; "Dodge styling helps sell the Fords!" Dodge badly needs "dress-up" to make it to the 1990's.
- o Dodge pricing a little high.
- o Lack of Utiline availability not a problem.
- o Dodge quality a pleasant surprise especially to new buyers. Still improving.
- o Dual rear wheel deletion a big mistake; very lucrative in this zone.
- o Ford's twin I-beam front suspension no longer a problem; alignment problems of the past are now fixed.
- o Solid front axle on Dodge not an issue versus IFS; sellable to 4WD buyers.

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS

(CONTINUED)

SAM GALLOWAY DODGE/FORD - Tuesday; March 11, 1986

Van/Wagon

- o 12/15 passenger market appears to be drying up. Don't need 12 passenger; you can get 12 from the 15, not the reverse. Eight passenger business okay.
- o B-150 not well known; not adequately supported by Corporate advertising. SWB B-150 should be pitted against Ford Aerostar and GM Astro leaving minivan market for "Chrysler only".
- o Spring/summer best time to "push" wagons due to vacations, etc. "Travel package" not recognized by customers; needs advertising support.

General

- o V6 Dakota will be big seller; small V8 would be a "killer".
- o Minivan is underpowered; needs V6 since Ford uses V6 as "hook" versus T115. T115 serviceability far superior to Aerostar.
- o Availability of medium/heavy truck line-up may help light duty image.
- o 5/50 a real winner, helps a bunch.
- o Sport utility the priority over extended cab - must have quickly; we're losing ground/showroom traffic.
- o Dodge truck advertising copy very weak. Does not do justice to the product - Dodge pickup should be copied as a "work truck".

ED MORSE CHEVROLET/DODGE* - Wednesday; March 12, 1986

Power Train

- o Does not stock diesels for Chevy; Ford does not suffer from same diesel "Stigma".
- o 454 large gas a real plus; practically all "dualies" go with 454.
- o Chevy trucks sell with automatics (90%).
- o Has not experienced specific requests for fuel injection; carburetor driveability appears adequate for zone.
- o Buyers unaware of overdrive automatic offerings; generally the transmission is upgraded to AOD if package is upgraded, otherwise AOD is ordered upon customer request only; AOD available in $\frac{1}{2}$ and $\frac{3}{4}$ ton.

* DODGE TRUCK MANAGER NOT PRESENT.

ORLANDO ZONE - TRUCK DEALER VISIT COMMENTS

(CONTINUED)

ED MORSE CHEVROLET/DODGE* - Wednesday; March 12, 1986

Pickup

- o Dodge pickup offers no "excitement" to buyer.
- o Chevy sells "cheap but pretty"; as long as exterior looks good, you can get away with cheap interior and equipment loadings.
- o New "Aero" look expected to be good seller for 1987 Chevy; "1970's tough-guy look is out".

Van/Wagon

- o Full-size wagon market no longer as strong; limo service, church, and school bus use mainly. Astro seriously invaded this market.
- o Full-size work van market still very strong.

General

- o Sport utility market strong and growing; women driving as primary vehicle.
- o 2WD sport utility market strong in Florida for towing boats, etc.
- o Astro mainly sells with V6.
- o Composite pickup truck box would be a real plus for Florida market; (solves corrosion from salt, etc.).

* DODGE TRUCK MANAGER NOT PRESENT

TAB 12

INDIVIDUAL ZONE VISIT REPORT:

LOS ANGELES



Inter Company Correspondence

		Telephone	Date	
To — Name & Department		T5/LAZ	April 3, 1986	CIMS Number
R. O. Eccles	Chief Advance Product Development		Chrysler Center	415-03-10
From — Name & Department				CIMS Number
R. E. Pfeifer	Vehicle Program Management		Chrysler	418-04-18
L. A. Turner	Advance Product Development		Center	415-03-10

Subject:

TRUCK DEALER VISITS - LOS ANGELES ZONE

The following dealers in the Los Angeles Zone were visited by the undersigned:

Pete Ellis Dodge - Southgate
 Cal Worthington Dodge - Huntington Beach
 Holmes-Tuttle Dodge - Irvine

The attached summary of the comments received is divided into the topics of power train, standard pickup, standard van/wagon and sport utility. Each dealer offered a different perspective on the Los Angeles truck market:

PETE ELLIS DODGE - (Pete Ellis)

Mr. Ellis' dealership is located adjacent to his AMC/Jeep dealership. Heavy advertising is an integral part of the sales effort and usually concentrates on a single model each week. For example, when Ramchargers are being advertised, they will be mass displayed in front of the dealership.

CAL WORTHINGTON DODGE - (Phil Love and Jerry Hansink from Worthington Ford)

The organization is primarily sales oriented. The trucks sold are mostly for personal use.

HOLMES-TUTTLE DODGE - (Ken Ellegard and Charlie Dodd from Holmes-Tuttle Ford)

They are located in a car mall which also includes a Toyota dealership under the same owners. The organization was somewhat more attuned to the importance of product features and specifications than the other two dealerships.


 L. A. Turner


 R. E. Pfeifer

mas

cc: E. S. Clark P. V. Sheridan
 P. J. Keegan P. F. Tegan

LOS ANGELES ZONE - DEALER VISIT COMMENTS

PETE ELLIS DODGE - PETE ELLIS

Pickups - Full-Size

- o Full-size pickup needs new styling but should still be macho, not aero.
- o We have an old truck.
- o Ford has the "best truck" image because they have such a head start. Dodge has been small in the market for so long, that it will take a big effort now (price and advertising) to make inroads.
- o Club cab is not important. Some storage behind seat would help.

Van/Wagon

- o Full-size van/wagons have gotten to be too expensive for many buyers.
- o Our van/wagons are pretty well done - no major product problems or shortcomings.
- o Full-size van/wagons are right size but need some aero styling.
- o Customer does not know or care about frame vs. unibody.

Sport Utility

- o Ramcharger is a dinosaur.
- o We need a 4-door sport utility.
- o The market is S-10 Blazer size.
- o A new sport utility should be somewhat macho, i.e. "Marlboro man". Cherokee and Bronco II should be the targets.
- o Needs strong frame and good suspension.
- o The new sport utility should stick to the current market concept, i.e., no RAMBO or T115 4WD. Dakota derivative with 4 doors would be about right.

CAL WORTHINGTON DODGE - PHIL LOVE AND JERRY HANSINK

General

- o No matter what you build in Detroit, if you build it right and it works, we can sell it.
- o Need more factory advertising to get more sales. Need more LAI advertising.
- o Pricing should be right the first time so you don't need rebates - make 'em cheaper.
- o Fewer options available would allow a higher percent of sales from stock.
- o Quality is good - the factory is putting them together very well.
- o Delivery condition is important, i.e., headlights aimed correctly. The Prep Center could do a better job.

Power Train

- o A 4-speed automatic O.D. transmission is needed.

Pickup - Full Size

- o The pickup needs new styling.
- o Could use storage behind the seat.

Sport Utility

- o Ramcharger price is out of sight. Needs to be priced less than Ford and Chevy to develop a following.

HOLMES-TUTTLE DODGE - KEN ELLEGARD AND CHARLIE DODD

General

- o Not enough advertising. Ford does the best job.
- o Option reduction would be good. We really don't need all of the current possible combinations. Strongly support reduced number of build conditions, i.e., Ford's "Rapid Spec".

Power Train

- o Dodge's most glaring deficiency is engine availability (size).
- o The customer doesn't differentiate between EFI and Carb so long as he gets performance and driveability.
- o We need a 4-speed automatic O.D. transmission. It is a strong selling feature on Ford and Chevy.

Pickup - Full-Size

- o Full-size pickup buyers have a definite purpose in mind which requires that size vehicle.
- o Chrysler has to create some dealer traffic.
- o Dodge needs modern styling. Truck buyers are ready for "aero" styling.
- o There is room for innovation in this market segment.
- o Behind seat storage would be a plus feature.

Van/Wagon

- o Dodge quality is not an issue.
- o B-Model prices are out of sight, particularly on van conversions.
- o You can carry over the current full-size van/wagon for a lot of years if you drop the price.
- o We will never be in the volume van business again unless we can make it so the customer can afford it.

Sport Utility

- o The small sport utility market is really hot. Women love them.
- o A new sport utility needs 4 doors (3 doors would be okay).
- o The Dakota is the right size base for a new sport utility.
- o Priority: Dakota sport utility first, Dakota pickup second.
- o A 4WD Caravan would sell.

TAB 13

INDIVIDUAL ZONE VISIT REPORT:

CINCINNATI



Inter Company Correspondence

Telephone

Date

40A TAS.55

March 25, 1986

To — Name & Department

CIMS Number

R. O. Eccles
Chief,
Advance Planning

Chrysler
Center

415-03-10

From — Name & Department

T. deBoer
Truck Technical Operations
E. J. Perkins
Manufacturing Feasibility
T. A. Skemp
Advance Power Train Programs

Chrysler
Center

CIMS Number

414-05-46

413-04-42

415-03-10

Subject:

DEALER VISITS - CINCINNATI ZONE

The following dealers in the Cincinnati Zone were visited by the undersigned:

- o COMMONWEALTH DODGE - Louisville, KY
(Chris Engle - General Manager)
(Don Bauchillon - Part Owner)
(Bill Taylor - Truck Sales)

This is a suburban dealership primarily serving the personal use truck market with a concentration on the van conversion market. Owners also have Ford dealership in Louisville and Nashville.

- o ROYAL DODGE - Louisville, KY
(Dave Pegram - General Manager)
(Kevin Collins - Part Owner)
(Bill Bore - Truck Sales Manager, Ford Store)

A suburban location in the most affluent area of Louisville selling mostly trucks for personal use. Owners also have two Ford, a Buick and Volkswagen dealership, all in Louisville.


- o TRADER BUD'S WEST SIDE DODGE - Columbus, OH
(Jeff Hawkins - Sales Manager)
(Bob Boyd - Truck Sales)
(Dave Hager - Truck Sales)

A suburban dealership in a working class area but with some rural and farming business. Primary sales volume is for personal use but includes some farm and commercial trucks along with trailer towing use.

- o JOE KIDD DODGE - Cincinnati, OH
(Dave Wright - General Manager)

A suburban and rural dealership. Truck sales are mostly pick-up in a market mix of farm, commercial and personal use.

The attached listing encompasses comments received from each dealership and is broadly divided into power train, standard pick-up, standard van/wagon and sport utility.


T. deBoer


E. J. Perkins


T. A. Skemp

/cst
Attachment(s)

cc: E. S. Clark
P. J. Keegan
J. M. McHugh (Cincinnati Zone)
K. J. Price
G. L. Rinschler
P. V. Sheridan

CINCINNATI ZONE - DEALER VISIT COMMENTS

COMMONWEALTH DODGE

Power Train:

- o Dodge 6-cylinder is too small, need to be bigger, around 300 CID.
- o 318 engine is okay and so is 360.
- o No need for big gas in this market except for trailer tow.
- o No diesel market, GM has killed diesel reputation.
- o Need EFI, but TBI vs. MPI is no issue.
- o Lack of 4-speed automatic transmission is no big problem, can sell around it. Perceived fuel economy is equivalent.
- o Manual 4-speed O.D. is hard to shift; NP 435 is okay; customers are happy. Manual 5-speed would be a good selling feature.

Full-size Pick-up Chassis:

- o Ride and handling are good. No need to change chassis.
- o Quality has improved in recent years.
- o 4 x 4 solid axle is preferred over IFS.
- o 4 x 4 sales are not a big factor in this dealership.

Full-size Pick-up:

- o Need new appearance, more modern, Ford like.
- o Adding 6" to cab may be a good feature.
- o More women are buying pick-ups now than ever before.
- o Raising 'H' point may be a problem for ingress and egress especially for women.
- o Current grille looks like GMC which is a slow seller; Chrysler should emulate Ford, not GM.

CINCINNATI ZONE - DEALER VISIT COMMENTS

COMMONWEALTH DODGE

Full-size Van/Wagon:

- o Engine cover intrusion is a problem especially on the passenger side.
- o Dodge is considered the best V/W on the market.
- o Sliding door is a problem; swing doors are preferred.
- o Having a frame is of no consequence.
- o Exterior appearance is okay.
- o Conversion business is very important, price range approximately \$15,000 - retail.
- o NOTE: T115 V/W should have a 5-speed manual with optional V-6.

Sport Utility:

- o Prefer both large and small availability.
- o If forced down to one choice, prefer full-size because of familiarity and trailer tow.
- o 2WD loses resale value very fast.
- o Convertability (top removal, etc.) is of no interest.
- o Must have 2-door to be competitive; however, 4-door may be okay.
- o T115 4WD is probably a good feature (like Vista) but will not replace sport utility.
- o NOTE: Most intense current problems for all Chrysler vehicles:
 - Carburation complaints
 - Air and water leaks.

Also, order process and paperwork is difficult and prone to errors.
The Ford rapid specification system is superior.

CINCINNATI ZONE - DEALER VISIT COMMENTS

ROYAL DODGE

In general Dodge has a good acceptance level.

Power Train:

- o Dodge V-8 is adequate, gas mileage is not important but power is.
- o Dodge needs more optional axle ratios and in general, more versatility in power train offerings.
- o Large gas engine is a very small segment.
- o For Ford - 300 CID 6-cylinder and 302 V-8 are main part of the market.
- o 302 with 4-speed automatic is a personal use vehicle whereas, the 302 with 3-speed automatic is more of a work truck.
- o Need a larger 6-cylinder, at least 300 CID.
- o Ford 302 EFI in van is a very important offering.
- o EFI vehicle must feel good, whether TBI or MPI.
- o Diesel is not a priority item in this market.
- o Manual transmission shift quality is not a major issue.

Pick-up:

- o Current chassis is okay for ride and handling.
- o Retain solid 4 x 4 front axle.
- o Need new sheet metal, not unlike Dakota.
- o Contemporary appearance is needed but don't lose macho look.
- o Adding 6.0" to cab is of no value. Pick-up trucks in this market tend to be third vehicles.
- o Raising 'H' point is not needed will reduce ease of ingress and egress.
- o 60/40 seat is a good idea.

CINCINNATI ZONE - DEALER VISIT COMMENTS

ROYAL DODGE

Full-size Van/Wagon:

- o Current van is well accepted better than GM.
- o Eliminating engine dog house would improve passenger foot space and reduce heat.
- o Wagon needs "premium" high line.
- o Frame could be a good selling feature but is not important. Also Ford uses longer W/B as a selling point.
- o Exterior appearance should also be changed, especially the front end but make it different than GM or Ford.
- o Few short W/B models are sold in this market.

Sport Utility:

- o Small sport utility is a new 'niche' for personal use. typical customers are professional people and women.
- o Prefer to retain both large and small, but if only one, small is preferred.
- o 2-door small utility is first preference over a 4-door.
- o Some convertability would be a plus feature.
- o T-115 4WD would not add volume and is not a sport utility type of vehicle.
- o Dakota sport utility should have more room than S10 or Bronco II.
- o Don't use a one piece liftgate.

General Comments

- o Trucks should follow cars in appearance, features, electronics, etc.
- o Ford rapid specification system is superior to Dodge.

CINCINNATI ZONE - DEALER VISIT COMMENTS

TRADER BUD'S WEST SIDE DODGE

Power Train:

- o Engine line up okay, but would like a large displacement gas engine.
- o Diesel with good reputation and high torque power output would also fill the need for more power.
- o No perceived difference between MPI and TBI.
- o Truck fuel economy is important. Need 5-speed manual and 4-speed automatic transmission.
- o Trucks are mostly family second vehicles.
- o V-6 engine will be an advantage.
- o Need more (deeper) axles ratios especially on vans for trailer towing.
- o Truck buyers tend to be more informed about the product. 95% of vehicles are sold from inventory at dealership. Orders are based upon historical track record.

Full-size Pick-up:

- o Chassis okay; no need for change, good ride and handling; perceived as better than competition.
- o Wide cab and roomy three man seating is appreciated by the customers.
- o Club cab and dual wheel pick-up are missed in the line up. These are merchandizing pieces attracting customers.
- o Ford is one ton competition, Chevrolet $\frac{1}{2}$ ton and $\frac{3}{4}$ ton, in their market.
- o On 4 x 4, don't change front suspension; stay with solid axle. It's a selling feature.
- o Adding 4" to 6" to the cab is a minor selling feature.
- o Split bench seat would be a major sales advantage.
- o Ford's major advantage is their in-depth offering.
- o Extended cab should have seating space of at least 18" or more.

CINCINNATI ZONE - DEALER VISIT COMMENTS

TRADER BUD'S WEST SIDE DODGE

Full-size Van/Wagon:

- o Need more passenger foot space; move engine forward.
- o Longer Ford W/B is not a disadvantage for Dodge.
- o Ride and stability is good.
- o Lack of separate frame is not a sales disadvantage.
- o Eliminate dead bolt door hardware.
- o Use 60/40 side swing doors for improved access.
- o Retain front door vent windows.
- o Side glass should pivot like T-115 for noise reduction and ventilation.
- o Low demand for sliding side doors, commercial only, but don't eliminate.
- o Overall appearance is good, front end could be made more contemporary, should have retained quad headlights.
- o Would like to have quad buckets and fold out rear bench seat. Good seller versus van conversions.
- o No crossover from B-109 to Caravan.
- o Retain drip rails.

Sport Utility:

- o Like current Ramcharger, but need Dakota sport utility.
- o If only one, prefer small sport utility; higher volume.
- o Prefer 4-door small sport utility (or second door on passenger side only). No sliding door.
- o Convertibility is a good feature, also R.R. seat should be quick removable.
- o One piece liftgate is okay but should have roll down window. Protect for roof racks (canoes, rafts, etc.).
- o Current sport utility vehicles are used a lot for trailer tow.
- o T-115 4WD is not a sport utility; FWD provides adequate traction.
- o Consider side hinged R.R. door.

CINCINNATI ZONE - DEALER VISIT COMMENTS

TRADER BUD'S WEST SIDE DODGE

General Comments

- o Quality of our vehicles is competitive.
- o On T-111 van, water freezes at lower forward edge of door opening, causing deformation of door front edge.

JOE KIDD DODGE

Power Train:

- o Current 225 6-cylinder is okay, but V-6 would be desirable.
- o 318 and 360 adequate for this market and can cover most T.T. applications.
- o Automatic transmission has good reputation, no sales loss due to lack of 4-speed.
- o 833 transmission is hard to shift; 5-speed manual not required.
- o Offering of current axle ratios is okay.
- o No interest in diesel; bad GM stigma.
- o EFI - need in future products to improve driveability. TBI vs. MPI is of no consequence.
- o Should improve manual shift lever location, throw, and effort. Must be able to shift well.

Pick-up:

- o Quality has improved significantly during last few years.
- o Chassis is very good from a ride and handling standpoint.
- o Truck appearance is old fashioned; need new appearance.
- o Aero look is probably okay, but should have macho look.
- o Customers expect new things from the New Chrysler Corporation.
- o Adding + 5" to 6" to cab will not do much; need club cab with forward seating.
- o A higher 'H' point would probably be a problem.
- o 60/40 seat is a good idea, customer oriented feature.
- o IFS on 4 x 4 is better than solid axle, but not twin I beam type, difficult to align.

CINCINNATI ZONE - DEALER VISIT COMMENTS

JOE KIDD DODGE

Full-size Van/Wagon:

- o Van/Wagon has good appearance, current package formula is good.
- o Longer W/B (Ford) is no advantage.
- o Frame construction is not an advantage.
- o Dual doors are best for both side and rear doors; no interest in 60/40 side door.
- o Full corrosion protection is important.
- o Can delete drip rail; appearance is more important.
- o Very little T-115 crossover consideration.
- o No need for four bucket seats but probably a good feature on the T-115.

Sport Utility:

- o 2WD for T.T. is a good seller.
- o If only one, small preferred over large.
- o Prefer 2-door over 4-door small sport utility.
- o T-115 - 4WD - no interest. FWD provides adequate traction and is a strong salespoint.

General Comments

- o Small utility van may be a new potential 'niche'.
- o Trucks are complicated to order, system should be simplified to reduce potential errors.

03/25/86 40A TAS.55H

TAB 14

INDIVIDUAL ZONE VISIT REPORT:

NEW YORK



Inter Company Correspondence

Telephone

Date

T7/JER.10

April 28, 1986

To — Name & Department

CIMS Number

P. V. Sheridan Advance Product Development

Chrysler
Center

415-03-10

From — Name & Department

CIMS Number

A. C. LaCroix Vehicle Packaging & M.D.
J. E. Reece Advance Product Development

Chrysler
Center

413-06-32
415-03-10

DEALER VISITS - NEW YORK ZONE

Subject:

The following dealers in the New York zone were visited by the undersigned:

Warnock/Ryan Dodge, Livingston, NJ
Dodgeland (Autoland), Springfield, NJ
Meadowland C/P Dodge, Carmel NY
Scarsdale Dodge, Scarsdale, NY

The attached comments were received from the above Dealerships (Stores) and are categorized into power train, standard pickup, standard van/wagon and sport utility. Each dealer supports a somewhat different market segment which accounts for their separate sales techniques and perceptions of what Dodge Truck could do to improve their product. A single page summary precedes the detailed dealer notes.

WARNOCK/RYAN DODGE (Tim Ryan)

Largest sales of Dodge trucks (including fleet), located in an affluent region. Primarily contractor oriented with the majority of his sales going into fleet usage. Very high product knowledge (trucks) and knows his competitors spec's as well. Warnock owns a manufacturing facility producing dump bodies, stake beds and high cube boxes. We were joined by dealership representation from Ford, Chrysler Plymouth, service and the holding company.

DODGELAND (AUTOLAND) (Michael T. Colatrella)

Number 2 seller of Dodge trucks (including fleet) in the N.Y. region. Sales oriented "store" where product content knowledge is secondary to moving their stock. Primarily deals with blue collar customers who shop price. We were joined by Ford general manager.

MEADOWLAND C/P DODGE (William Volz)

Semi-rural community setting. Provides a relaxed atmosphere for selling. Their truck sales cross varied customer needs. Knowledge of truck specifications and service play an important part in sales. We were joined by dealership representatives from Ford and service.

SCARSDALE DODGE (Thomas Byrnes)

A metropolitan dealer whose customers aggressively shop price. Truck service accounts for major part of their repeat sales. Truck sales cover all lines from standard pickup, B350 vans, dump and stake beds, etc. This dealership is part of a nationwide holding company with multi-brand franchises.



A. C. LaCroix



J. E. Reece, Jr.

mas

cc: E. S. Clark	T. Byrnes - Scarsdale Dodge
T. DeBoer	D. Genova - Zone Truck Specialist
R. O. Eccles	M. Jacobs - Zone Manager
P. J. Keegan	D. Toresco - Dodgeland
J. R. Love	W. Volz - Meadowland C/P Dodge
G. E. McCarron	T. Ryan - Warnock/Ryan Dodge
J. L. Worley	

SUMMARY OF TRUCK DEALER VISITS - NEW YORK ZONE
(4/2-3/86)

Attached are detailed notes from each visit.

Summarized below are the major points observed during this visit.

1. The formula for successful truck sales includes:
 - Units on display to passing motorists
 - Units in stock for immediate delivery
 - Knowledgeable truck sales personnel
2. Dodge trucks sell on price. In order to be competitive, we must upgrade GVW's, interiors, and power trains. GVW's fail to haul stated loads and power trains fail to move loaded units.
3. The factory should offer, and amply advertise, a wagon camper unit. Expand the current travel package to include: Bed, table, refrigerator, individual lights, individual A/C outlets, individual/headphones, tasteful exterior, etc. The factory units offer a higher quality finish and better warranty than van converters plus available financing.
4. Definitely need small and large diesel engines for pickups and van/wagons to satisfy commercial uses and some personal usage. Need durable 4 speed automatic transmission for light duty and heavy duty applications.
5. Need durable 5 speed manual transmissions for light duty and heavy duty usage.
6. Chrysler is in a unique position of having the market ready to accept another unique and innovative product (like T115) to expand its customer base. It is difficult to get truckers to change brands (especially Ford owners).
7. Customers want and will pay for more safety (perceived or real): ABS, dual rear view mirrors, high mounted stop lamps, side guard beams, head restraints, restraint systems, etc.
8. Revamp current catalogs, order code guides and invoicing to reflect packages and applicable content such as:
 - Better descriptions for prospector 1, 2 and 3
 - Trailer tow capacity packages: 2, 4, 6, 8, 10, and 12,000 lbs.
 - Pay load packages: 2,4,6,8,10, and 12,000 lbs.
9. Need to develop D-450 and B-450? entries. Offering dump trucks, stake beds, high cube vans, vehicle retrievers, etc. Lends more credibility to Dodge Truck offerings D-50 through D-450.
10. Plant downtimes must be more carefully planned and properly communicated to dealers to insure Dodge trucks sales momentum. When dealers tell customers that Dodge is out of trucks they proceed to buy Chevrolet and Ford and it takes years to regain the truck customer base.
11. The Full-Size Truck Renewal must include:
 - Trucky appearance
 - Car like interiors
 - 4WD
 - Ample power trains
 - Ample pay loads
12. N-derivatives should include:
 - Sport utility with three or four doors
 - Extended cab
13. Pickups with manual transmissions are replacing "G" and "H"-Body turbos for drivers required to pay excessive insurance premiums (\$2,500 - \$3,000 per year).

WARNOCK/RYAN DODGEGeneral:

- o Warnock/Ryan sells two trucks for every passenger car
- o Dodge perceived as light duty
- o Dodge needs to "get tough" and emphasize durability (See Power Train list)
- o Two basic truck markets (1) stripped work trucks, (2) "Loaded" work/personal transportation
- o Dakota will eliminate D100 and D150
- o Need to give clearer picture of truck capabilities in specification write up (Correlate GVW with payload)
- o B250, 8 passenger wagon travel package - Chrysler's best kept secret
- o Anti-corrosion capability good sales tool

Power Train:

- o Dodge should drop 6 cylinder engine
- o 360 automatic not strong enough/inadequate torque
- o Need 15,000-17,000 GVW (D450), nothing in the market
- o Need big diesel (Ford 6.9 international) "Name Brand" to provide: Trailer towing, etc.
- o Axle ratios and axle noise highest concern items in 250 series and up
- o 6 cylinder automatic used for pricing advantage
- o Need "name" in transmissions (Ford - Warner T119), i.e., "Borg Warner" H.D.
- o Need name in electronics, i.e., "Bosch" for ignition
- o Need 4 or 5 speed manual transmission with overdrive (A833 Dodge excellent)
- o Fuel injection considered "Hype", multi-point system preferred - truckers know the difference
- o Go back to 11" torque converter (10½" inadequate)
- o Max springs for B350 not up to spec (not as good as 1981 model)
- o Full-size van brakes inadequate - Max GVW models fail at 5,000 miles
- o W350 steering gear mounting fails in less than 500 miles (nuts fall off)
- o Need greater radiator capacity (Ford is 2 Times the size of Dodge)
- o Do away with "Lock up converter" on heavy duty models
- o Prop shaft drone caused by weak transmission mounting
- o Ram track (4WD) cannot shift at low speeds
- o Axle wind up causes "clink" on Ram Charger
- o Need standard features (Ford ABS for 1987)
- o Dodge 4 speed automatic - good, no service problems

Pickups - Full-Size:

- o Dodge leads sales with Road Ready "Snow Commander"
- o Needs fancier interiors (Ford XLT Lariat)
- o See a trend towards extended cab by youth market
- o 5/50 excellent sales tool (twice the galvanizing that Ford uses)
- o Need new steering wheel
- o Need upgraded: instrument panel, trim and seats
- o Shift lever location (manual, floor) needs attention
- o Aerodynamic shape not perceived as truck image
- o Need exterior dress up, i.e., road wheels, moldings, graphics, etc.
- o Need standard rear bumper
- o Need to bring truck up to advertised ratings (too light, fall short of expectations)
- o Need GVW ratings that truly suggest the actual payload capacity
- o Dodge catching up with customer loyalty - need to wait another year to confirm
- o Need electronic cluster (Ford available in 1987)
- o Trucks should be "Macho" in appearance
- o Road Ready Packages account for 30% of total truck sales
- o Dodge needs greater engine options, i.e., H.D. Diesel, bigger gas engine, etc.
- o W350 is good value
- o Price jumps are too big between trim levels
- o Truck drivers perceive their personal truck as capable of giving them an image
- o Need to increase frame stiffness in heavy duty utility models

Van/Wagon:

- o B350 is excellent product for money
- o Full-size wagon sales are slowing (Dodge and Ford)
- o Best kept secret is Dodge full-size van (i.e., 127" 8 passenger travel package)
- o Extended (mini/compact) T115 good idea (extra luggage space)
- o 4WD Caravan (as sport utility) not seen as competitive with Bronco II image
- o Full-size wagon sales diluted by T115
- o T115 needs "glass all around" van
- o 4WD T115 would need additional ground clearance if going head-to-head with Bronco II

Sport Utility/Ram Charger:

- o Sport Utility has 15% (13% actual) of total truck sales
- o Dakota needs sport utility to go head-to-head with Eddie Bauer and Bronco II
- o Sport Utility should have 3 (sliding rear) or 4 doors to compete with Jeep and have a "leg up" on Bronco and S-10
- o Sport Utility perceived as an "Image Vehicle" and should have all the "toys".

Miscellaneous:

- o Carefully consider plant closings to insure continuous supply of trucks
- o Ford buyers are most loyal - hard to make switch brands
- o Three factors for truck sales: product display, in-stock vehicles, product knowledge
- o Need full line of trucks: D50-D450 with bodies
- o Would not see the Caravan 4WD as competitive with Bronco and Blazer
- o New combined truck/Van should "sit" higher and be more truck like in appearance (Ford 150 'H' point 2" higher than Dodge 150)
- o All trucks need higher level of trim and special features, i.e., dressier trim, electronic clusters, anti-lock brake system, etc.
- o Dodge advertisement needs to be more contemporary (dropping a pickup not seen as indicative of being strong) and in tune with buying cycles
- o Increase D150 capacity to $\frac{3}{4}$ ton and go head-to-head with Ford F150, i.e., do not reduce spec's to keep price down

DODGELAND

General:

- o Dodge name suggests truck to customers
- o 5/50 good selling feature
- o Caravan hottest item in show room
- o Need to upgrade specifications on pickup and van
- o Dodge price leader
- o 9.9% financing not enough incentive
- o Customer will buy safety: ABS, air bags, high mounted stop lamp, etc.
- o Need greater towing capacity on pickup
- o Need better descriptions for prospector I, II and III packages
- o Stretched Caravan will dilute B250 wagon sales
- o Need upgraded interiors
- o B250, 8 passenger travel package - Chrysler's best kept secret

Power Train:

- o 318 Cu. in. engine best in the world
- o Big diesel not required
- o Need 4 speed automatic overdrive transmission
- o Need larger engine
- o See need for 4WD Caravan

Full-Size Pickup:

- o No demand for extended cab (full-size pickup)
- o Future models should look outside U.S. for trends in truck style (European or Hi-tech image)
- o Combined truck/van good idea if there is an increase in capacity
- o Need features, i.e. lockable storage outside cab
- o Make more special features standard, i.e., reduce options
- o Improve safety features like passenger car
- o Dual outside rear view mirrors should be standard
- o Seating package should accommodate larger driver
- o Utiline still asked for
- o Need better dress-up (Ford XLT Lariat) - Prospector I, II, III not enough (i.e., competition getting stiffer)
- o Need bigger GVW
- o Pickup needs freshening now
- o Any style change should retain a strong, durable (Macho) trucker image not "sleek" and "lean"

Van/Wagon:

- o Want a Caravan without glass behind "B" post
- o All full-size vans and wagons need: 1) Higher GVW rating; 2) Higher trailer towing capacity; 3) Larger fuel tanks (conversions); 4) Larger engine -gas
- o 127" WB, 8 passenger, travel package is the best kept secret in Chrysler - good alternative to van conversions
- o T115 needs more than 48" between rear wheelhouses
- o All vans need more "plain" non metallic colors such as (blue, white, stop sign red) for fleet use to hold signs
- o Full-size van should bring back hi-cube
- o Full-size wagon needs to be reskinned, but keep the interior unchanged
- o Caravan travel bed does not work (no place for luggage with seat folded)

NEW YORK ZONE - DEALER VISIT COMMENTS
(CONTINUED)

Sport Utility/Ram Charger:

- o Want Dakota sport utility (2 door) to compete with Bronco and Blazer
- o Extended cab not needed
- o If extended cab is offered, emphasize styling appearance
- o Need larger opening at rear on full-size van
- o Mini Ram Van - largest seller - needs 6 cylinder engine
- o Ram Charger vs. Eddie Bauer does not compete well - too big
- o Need hi-visibility D50 Ram (very popular and perceived as a domestic product)

Miscellaneous:

- o Dodge trucks have (since 1984) started to be accepted as a "good truck"
- o Vans (full-size) need to improve overall image; harsh ride, tinny, etc.
- o Surplus gasoline has spiked full-size wagon sales
- o Need pickup with removable cap and rear seats
- o Need 4 X 8 flat cargo area for fragile building materials
- o Looking at a plastic and canvas rear cover and removable rear canvas seats -
Note: Additional information available from Jim Reece.

MEADOWLAND

General:

- o Dodge considered a light duty truck
- o Prospector series nice, but not enough
- o Need a 4WD Voyager
- o Dodge price leader
- o National advertising does not adequately describe capability
- o Extended Caravan good idea
- o 6 cylinder Dakota good idea with 4WD
- o Diesel on light duty trucks is dead issue
- o Customers are buying safety: size, head restraints, side guard beams, roll bars, crash test compressions
- o Need reskin on D150, NOW
- o Customers want "trucky" looks with passenger car rides
- o Customers think Ford trucks are tougher than Dodge
- o Composite pickup box good idea
- o New trucks should have greater GVW
- o Anti-corrosion capability good sales tool

Power Train:

- o Dodge D150 has best ride
- o 360 Cu. in. not big enough
- o Name brand diesel (Cummins) needed (Ford 6.9 international)
- o Dodge must have higher GVW
- o Big gas engine preferred over diesel in P/U's - 440 would be good image
- o Well-known diesel engine would be good (mentioned Cummins)
- o Cannot handle "dump" truck loads (take out of Road Ready package)
- o Caravan (extended) is seen as a toughness problem
- o 4WD Voyager not needed - already a good handling vehicle
- o Dakota should have: 1) 2.5L 5 speed transmission; 2) 3.9L V6 cylinder
- o Multi-point-injection should be used - no need for throttle body injection - TBI not considered "real fuel injection"
- o 2.5L engine better than 2.6L
- o Rusty springs and steering columns detract from quality appearance
- o Need greater trailer towing capacity
- o Need greater durability
- o Adjust current ratings to reflect "real" performance capabilities
- o MMC turbo diesel was good engine
- o Need 4 speed automatic with overdrive in both light duty and heavy duty to improve economy in vans and pickups
- o Need 5 speed manual transmission
- o 4WD is slightly better than front wheel drive for handling
- o Need fuel injection to improve starting

Pickups (Full-Size):

- o Customer wants tough "Macho" looking truck
- o Need unique vehicles ("Little Red Express") - spring special very good
- o 5/50 good sales tool
- o Dakota will attract youthful buyer - needs all the toys
- o Composite box is good idea
- o Need chrome step bumper (very important)
- o Need color keyed service components, i.e., brake fluid container, etc. (Ford XLT Lariat)

Van/Wagon:

- o 127" wheelbase, 8 passenger, travel package is Chrysler's best kept secret
- o Need better color selection
- o Dodge vans seen as our "real" trucks
- o Combined Van/Pickup needs command of the road driver seating
- o Aerodynamics O.K. - don't lose the brute strength look
- o Chrysler's better than GM and imports for: 1) paint - best and easily refurbished; 2) trim - best and easily refurbished
- o Voyager travel bed "poor package" - no storage with bed in use
- o Need T111 type travel package for T115 (bed and table)

Sport Utility/Ram Charger

- o Customers see D50 Ram as domestic built
- o See sport utility as over 15% of truck market
- o Perceives Dakota as a "Niche" vehicle between D50 and D150
- o Dakota will replace D100
- o See Dakota as an alternative to Lazer for "youth" market - "G" Body turbo insurance premiums are \$2500-\$3000 per year
- o 4WD Colt Vista is NOT competitive with Bronco II as an image car
- o Voyager and Bronco II are YUPPIE image
- o Need Dakota extended cab
- o Perceive sport utility as fairly short lived
- o No market for removable "cap" on Ram charger
- o 4WD Voyager with V-6 "may" compete with Bronco II as image vehicle
- o Need 4WD Dakota
- o Dakota sport utility need 2 and 4 (3) doors to compete with "Jeep" and Bronco II
- o Need hi-line trim (exterior and interior) for personal use trucks

Miscellaneous:

- o Need to improve Dodge truck national advertising
- o Public safety conscious - Dodge should emphasize
- o Specials: "Little Red Wagon", spring specials all help attract customers because personal use buyers need "good image"
- o Dodge needs to recognize that truck customers know their vehicle and buy with clear expectations i.e., performance, durability, etc.
- o "Thanks America" campaign is not attracting customers
- o Need carpet in base trucks and vans
- o Manual shift lever (pickups) has excessive throw - See Ford
- o Mini step would be acceptable in new "combined pickup/van" concept
- o Aero styling: 1) Personal use customers would like; 2) Commercial customers want emphasis on functional, brute strength
- o Chrysler Corporation has best finish, both exterior and interior
- o Dodge trucks need special features, i.e., chrome step bumpers, clear plastic fluid receptacles, color keyed caps, all accessories in reach of driver, more trim codes (like Ford: XLT, Eddie Bauer, Lariat, etc.) and passenger car type instrument panel

SCARSDALE

General:

- o Full-size Sportsman wagon needs reskin - keep interior as is - possible new instrument panel
- o B250, 8 passenger, travel package is Chrysler's best kept secret
- o Need hi-cube van for walk thru
- o 5/50 warranty is excellent sales tool

Power Train:

- o Need "real" diesel for B350 vans (work truck) - would be good for pickup as well
- o 360 cu. in. engine lacks power and gives poor mileage
- o 440 engine not a viable alternative
- o Need to upgrade 360 CID engine, only good for light duty truck
- o Need 5 speed manual transmission with overdrive
- o Need heavy duty 4 speed automatic with overdrive
- o Need "Name Brand" big diesel for B350 vans and D350 pickups, i.e., Detroit Diesel, International, etc.
- o Need higher GVW to compliment the dump, stake, car retrievers, snow commander requirements, i.e., B450 and D450
- o Dodge has best transmissions

Full-Size Pickup:

- o Need medium truck capacity (real) - not a nameplate
- o Road ready package are too slow in delivery after order
- o New Aero-look not acceptable; should have a "trucky" appearance
- o Composite box is a good idea
- o No bolt thru on box - good sales tool for anti corrosion
- o Next generation of pickups should have: 1) truck (Macho) exterior; 2) High tech instrument panel and driver controls; 3) No electronics; 4) Passenger car interior (personal use; 5) Passenger car seats
- o Hi-cube pickup not competitive with hi-cube van
- o Scarsdale buys "Creegar Pikipsee" dump box instead of Road Ready due to delivery problem from Chrysler
- o Stake body pickup another "best kept secret" by Chrysler
- o Need new instrument panel (more passenger car appearance)

Van/Wagon:

- o Need factory installed (warranted) options: 1) Camping oriented accessories; 2) Rear bucket seats 2 X 2 X 2 seats - with eating trays; 3) Refrigerator; 4) Overhead individual lighting; 5) Overhead air conditioning
- o B350 van (9,000 GVW) makes up the vast majority of full-size van/wagon sales
- o Need new exterior appearance
- o B350 engine location is good
- o B250 Sportsman good value/good price
- o B350 is a jobber's truck
- o Need Hi-cube van in order to have pass thru from cab with flush floor
- o Van needs new instrument panel
- o Need to improve B350 ride
- o Some areas of New York require heavy duty protection on front and rear corners (drive by Braille technique)
- o Full-size wagons are "tough sell" vehicles without more travel features
- o 50% of full-size vans are purchased sight unseen and/or fleet use oriented

Sport Utility:

- o 4WD, small V8, Ramcharger is needed
- o Need small Sport Utility (3 door) with sliding rear door to go head-to-head with "Jeep" and Bronco II
- o 4WD Caravan could not compete with Bronco II image (Caravan is a family car)
- o D50 Ram sell-out item, could use extended version
- o 4WD Sport Utility is hottest item in area because: 1) 2nd car with prestige; 2) Macho image; 3) YUPPIE image
- o Ram Charger is sold with all the "toys"
- o Sport Utility would be first product to leave market in "bad" times

Miscellaneous

- o Dodge has good truck name in New York Zone
- o Truck buyers do not quibble, know trucks and order what they want
- o Need to increase GVW on vans and pickups

TAB 15

INDIVIDUAL ZONE VISIT REPORT:

HOUSTON



Inter Company Correspondence

Telephone
T8/HDT

Date
April 8, 1986

To — Name & Department

CIMS Number

P. V. Sheridan Advance Product Development

Chrysler
Center

415-03-10

From — Name & Department

CIMS Number

R. O. Eccles Chief
Advance Product Development

Chrysler
Center

415-03-10

Subject:

HOUSTON DEALER TRIP 4/7/86

GILLMAN DODGE

Other franchises Mitsubishi (2 stores) Pontiac, GMC, Honda, Suzuki.

- o Gillman franchises 5% of all cars sold in Houston.
- o Dodge franchise is only about one year old.
- o Met with Ramsey and Barton Gillman, sons of founder who is still active. In addition talked to Dan Harris - GMC truck sales manager (currently moving 30/35 single unit trucks per month - almost no fleet sales). All very knowledgeable product people. Total hands on operation one brother always there.
- o Separated car and truck service for Pontiac/GMC.

Dodge Strengths

- No mechanical problems
- Image is improving - people who previously would not consider Dodge will now - attributable to advertising and LAI image.
- Warranty

Dodge Weaknesses

- Low resale value
- Few outlets (19 Ford, 22 Chevrolet, 5 Dodge)

Full Size Pickup

General consideration - majority of sales are for personal use. Must be upscale, almost customized vehicles. Durability assumed. Pickups perfectly acceptable for all uses from commercial to attending the opera. Dramatic color schemes required. Dodge considered "plain old piece". Women account for 50% of sales decisions.

- Power train engine/transmission lineup adequate. Absolutely no interest in diesel (GM has destroyed the market). Four speed automatic not required - didn't like Ford because of hunting. Fuel injection important but no perceived difference between EFI and MPI. (High sulphur fuel a problem with MPI). Four wheel drive not required - 90% of Ramchargers 2 wheel drive.

- Chassis: only complaint is ride quality versus GM. Needs improvement. Ford Twin I beam no good.
- Design - Aero is important and perceived as wave of the future. Need good two tone metallic paint and nicer wheels. Quad headlights preferred. Styling very important for personal trucks - needs pizzazz. Must have passenger car levels of interior comfort. Conventional Renewal adequate.
- Option simplification/packaging is acceptable if it helps quality.

Full Size Van/Wagon

General consideration - Dodge is the leader. Good product with more sizes and derivatives. No specific problem. Reskin could suffice. Sell more than 90% 127" wheel base.

- Power train - same as pickup
- Chassis - no problems
- Design - new Suburban has seats that fold flat to form load floor. Could apply to van/wagon
- Suburbans sell very well in Texas (10/15 month at Gillman.)

Sport Utility

General considerations - If you only could have one, would pick medium (Dakota) size. Four doors a must and similarity to Suburban is an advantage. Extended cab has higher priority due to volume. Removable cap not a big deal (not an important selling point).

Extended cab - first Dakota priority, space used to carry gear, not people! Needed to expand truck line and become more of a full line truck seller. 30% of pickup sales would be extended cab. Ford full size extended cab a good seller - style and utility.

General - Chrysler quality improving but significantly behind Japanese. Dodge/GMC/Pontiac service almost equally split in \$ volume between "warranty" and "customer pay" Honda "warranty" insignificant.

Looking for a Chrysler umbrella philosophy/strategy come up with responsive. We already had a reputation in this direction. Slogan "Responsive to America's Driving Needs".

MAC HAIK DODGE

Other franchises Chevrolet and Ford.

Talked to Dom Torres GM, Jerry Smith fleet sales manager and Bobby Heatherwood Chevrolet sales manager - not very truck product knowledgeable.

Lowest producer of Houston's 5 Dodge dealerships - very low key but extensive inventory.

Chrysler Strengths

LAI reputation and durability. (Okay mechanically except driveability).

Dodge Weaknesses

Much weaker image than Chrysler. Fit and Finish not up to par. Old design (exterior color see thru from interior). Low resale value related to lack of strong image.

Full Size Pickup

- Needs 4 speed automatic but Ford unit poor - not strong point. Diesel okay for $\frac{3}{4}$ and one-ton
- Composite box would alienate some buyers although composite interior is good
- Running boards, if optional, should be easy to remove or add at dealer - not a big deal
- Need fuel injection (either MPI or TBI no discrimination) need responsive, reliable performance
- Aero look will be good
- Definitely need more dramatic color schemes

Van/Wagons

- Texans go for custom conversions
- Astro is hurting GM van sales
- Need to improve ride
- Reduced engine intrusion a plus
- NVH improvements required
- Outstanding interior could cut into conversion sales if significantly cheaper?

Other

- Dakota S/U more important than extended cab
- Four doors essential
- Extended cab space used for storage, dimensions relatively unimportant
- Four wheel drive T115 - total lack of interest - no 4WD market in S. E. Texas



R. E. Burnham



R. O. Eccles



D. H. Olsen

cc: K. S. Mack
R. M. Sherwood
L. A. Turner ✓

TAB 16

INDIVIDUAL ZONE VISIT REPORT:

DALLAS



Inter Company Correspondence

Telephone

Date

T5/LAT.4

April 25, 1986

To — Name & Department

CIMS Number

R. O. Eccles
Chief
Advance Product Development

Chrysler
Center
415-03-10

From — Name & Department

CIMS Number

J. M. Hossack
Advance Components Planning
K. J. Price
Truck Technical Operations
L. A. Turner
Advance Product Development

Chrysler
Center
414-01-47
414-05-46
415-03-10

Subject:

TRUCK DEALER VISITS - HOUSTON AND DALLAS ZONES

The following truck dealers in the Houston and Dallas Zones were visited by the undersigned:

o MIKE HALL DODGE - Houston, TX

- Mike Hall - Dealer
- Bob Baker - Truck and Fleet Manager, Mort Hall Ford

o GREENSPOINT DODGE - Houston, TX

- Jack Apple - Dealer
- Mac McClanahan - Fleet Manager

o PRESTON II CHRYSLER/DODGE - Richardson, TX

- Monte White - Dealer
- Rob White - General Sales Manager
- Jim Jones - Dodge Truck Sales Manager
- Rick White - General Manager, White's Tyler Ford

o IRBY CHRYSLER/DODGE - Dallas, TX

- George Irby - Dealer
- George Stavros - Dodge Truck Sales Manager
- Jeff Kuntz - Truck Sales Manager, Simpson Chevrolet

The attached summary of the comments received is divided into the topics of power train, full-size pickup, full-size van/wagon and sport utility.


J. M. Hossack


K. J. Price


L. A. Turner

mas

ATTACHMENTS

cc: E. S. Clark E. W. Eskola (Houston Zone)
 P. J. Keegan E. R. Kaplan (Houston Zone)
 P. V. Sheridan A. J. Salinas (Dallas Zone)

HOUSTON ZONE - TRUCK DEALER VISIT COMMENTS

MIKE HALL DODGE - Monday; April 7, 1986

General

- o Showroom quality is not an issue. We need to correct the problems which occur at 3 years in service.
- o Commercial users want trucks which can work for 100,000 miles and still be worth something at trade-in time.
- o Chrysler starter noise does not convey a quality image.
- o Interiors are too "plasticy".
- o Don't eliminate vent wings.
- o Houston dealers do not like Ford "quick spec" packages. Need a base package plus options to tailor for local market.

Power Train

- o The number one priority to increase Dodge truck sales is to offer competitive power trains.
- o Engines are selling Ford trucks. The 302 MPI/A40D is especially a winner.
- o The Ford 302 MPI engine outsells the 351 by a 5 to 1 margin in work trucks and has eliminated 351 sales in personal use trucks. Prior to the 302 getting MPI, the 351 was approximately 40% of 302/351 sales.
- o The 318 engine needs MPI - customers know the difference between MPI and TBI.
- o We need a 360 engine that "runs", especially on $\frac{3}{4}$ and 1-ton trucks. The 360 currently does not meet performance or fuel economy expectations.
- o The diesel/large gas mix on Ford pickups is 1 to 1 on 1-ton models and 3 to 1 on $\frac{3}{4}$ -ton models.
- o We will need to have a dual rear wheel conventional pickup when the Cummins diesel becomes available along with good axle ratios.
- o A smaller diesel would have some appeal to van/wagon buyers.
- o A 4 speed automatic overdrive transmission is needed in both light and heavy duty configurations.
- o If the NPG435 transmission is replaced by a 5 speed, keep the "bull" gear.
- o Electric engagement of 4 wheel drive (similar to Ranger) is needed on full-size trucks.

Pickup - Full-Size

- o A 15% share is attainable with competitive product availability. Further share improvement would be a function of building a broader owner base plus improved advertising and merchandising.
- o The number one pickup priority in the Houston market is the reintroduction of a Club Cab.
- o The pickup mix at Mort Hall Ford is 35% Super Cab (of which 70% are XLT's with the rear seat). The free demand for Super Cabs is estimated to be 50% of total pickups.
- o Jump seats are better than a rear bench.
- o Many Super Cabs are sold in place of a full-size sport utility, partly due to price.
- o A 60/40 split bench seat is needed along with improved (more durable) construction on all seats.
- o Long term innovation - keep it like a pickup truck; don't make it "pretty" or controversial.

HOUSTON ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

- o Customers are spooky of electronic gauges/controls.
- o A "450" would provide increased sales potential.
- o The Dakota does not eliminate the need for a short wheelbase full-size pickup.
- o GM trade-in customers are the most unhappy with their pickups, particularly 305 engine performance and rust.

Van/Wagon

- o Frame vs. unibody - Ford sells the frame feature as a stronger towing platform.
- o The front chassis needs to be strengthened on Dodge, particularly for commercial usage.
- o The better walk through due to the forward engine location sells Fords.
- o Dodge does not have enough color combinations available compared to Ford.
- o A bench seat option would probably only sell at a 5% rate (commercial usage).
- o The single rear cargo door may not be needed.
- o Do not reduce floor to ceiling height.
- o Van conversions are running approximately 60% of total vans. Free demand for commercial sales is probably 60%.
- o A proposed factory replacement for many of the van conversion sales:
 - Wagon with 4 captain's chairs and a rear folding seat/bed
 - Good trim
 - Attractive price
 - Exteriors could be individualized as required by dealer installed tape/paint treatments

Sport Utility

- o Ford mix is 50/50 Bronco vs. Bronco II.
- o A 4-door Dakota sport utility would be a hit (3 doors might be an acceptable alternative).

GREENSPOINT DODGE - Monday; April 7, 1986

General

- o Quality is not an issue.
- o All Dodge trucks need suspension work.
- o Radios are poor - static reception.
- o Need better color/trim availability.
- o Vent wings are a desirable feature.

Power Train

- o We need larger, better performing engines and power train compatibility with our payload claims.
- o A name brand diesel is desirable.
- o A 5 speed transmission with a deep low plus overdrive and a 4 speed automatic overdrive transmission are needed.

HOUSTON ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

Pickup - Full Size

- o The Dodge sales mix is 15% business, 85% personal use. It is forced because of the lack of product to meet the needs of business users.
- o The greatest product needs are a Club Cab and a dual rear wheel conventional model (higher priority than a Dakota Extended Cab for the Houston market).
- o A "450" series may have some potential (Ford is reportedly going to offer one).
- o Improve the seat back angle.
- o We need air exhausters to improve door closing effort.
- o Reduce wind noise.
- o Target on Ford interiors.
- o A 60/40 seat is a good idea.
- o Maintain ride height to be competitive with current pickups.
- o Buyers are ready for a more "aero" look.
- o We need anti-lock brakes.

Van/Wagon

- o Frame vs. unibody is not an issue.
- o An extended front end would be O.K. (styling is a concern).
- o Quad lamps look better than the new 1986 front end.
- o Optimize storage capabilities.
- o Make larger mirrors standard. A power option is a good idea.
- o Rear A/C outlets should be located higher.
- o We need plusher interiors.
- o There is little interest in a front bench seat.
- o Cargo doors - retain dual hinged rear doors if only one configuration is available. A T115 design sliding side door might be acceptable as the only side cargo door.
- o Van conversion alternative - wagon with 4 captain's chairs and rear hide-a-bed from the factory.

Sport Utility

- o Should be bigger than S-10 Blazer and Bronco II.
- o Need improved rear seat entry. A 4 door (or possibly 3 door) Dakota derivative sounds about right.
- o A removable rear bench seat is preferable to a folding seat like the current Ramcharger's.

DALLAS ZONE - TRUCK DEALER VISIT COMMENTS

PRESTON II CHRYSLER/DODGE - Tuesday; April 8, 1986

General

- o Color trim selection is not as good as Ford's.
- o Chevrolet has instituted a Texas Marketing Program patterned after Dodge's.
- o Vent wings (exhausters) are very important.

Power Train

- o We need a large gas and a diesel to compete with Ford.
- o Both light duty and heavy duty 4 speed automatic overdrive transmissions are required.

Pickup - Full Size

- o Improve ride and handling to Ford level.
- o Fix the high door closing effort.
- o Ford has better paint quality and less wind noise.
- o We need a Club Cab.
- o "Aero" styling is O.K., but maintain tough, durable construction. Front end sheetmetal must present a "tough" look.
- o Target interior is Ford. A 60/40 seat would be a great feature.

Van/Wagon

- o Body frame construction is not an issue.
- o We need a better ride.
- o Cargo door configurations - sliding side door (if T115 design); dual rear doors.
- o "Aero" will be important in the 1990's.
- o A new instrument panel is needed.
- o The current walk through height is required.
- o We could use a "factory" van conversion - a wagon with 4 captain's chairs plus a rear convert-a-bed.

Sport Utility

- o The current Ramcharger is not moving - early quality problems (Mexico) and too many 360 engines.
- o We need a Dakota sport utility.
- o The rear seat should be removable (T115) or fold flat (S-10 Blazer).

IRBY CHRYSLER/DODGE - Tuesday; April 8, 1986

General

- o Vent wing removal would be controversial.

DALLAS ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

Power Train

- o We need fuel injection (MPI for best performance/F.E.) and a 4 speed automatic overdrive transmission.
- o Full-size trucks could use electric engagement of 4 wheel drive (like Ranger).

Pickup - Full Size

- o The new pickup could be sleeker, more "aero".
- o A 60/40 seat would be great (use for price class upgrade).

Van/Wagon

- o A full frame is not an issue.
- o Upgrade the interior to Caravan level.
- o Do not reduce the floor to ceiling height - would significantly affect Dodge van conversion sales.
- o Use real gauges instead of idiot lights or electronic displays.
- o The single rear cargo door is expendable. A T115 type sliding side door would be O.K. for wagons, not for vans.
- o Less engine intrusion is desired.
- o T115 style; current B-model size would be ideal.
- o Avoid Aerostar appearance.
- o Maintain a high seating position (command of the road).
- o Customers want T115-like creature features.

TAB 17

INDIVIDUAL ZONE VISIT REPORT:

BOSTON



Inter Company Correspondence

To -- Name & Department		Telephone	Date	CIMS Number
P. V. Sheridan Advance Product Development		T4/REB.3	April 21, 1986	
			Chrysler Center	415-03-10
From -- Name & Department				CIMS Number
R. E. Burnham	Advance Product Development		Chrysler Center	415-03-10
J. R. Thomson	Product Systems		Center	415-03-08
H. C. VonRusten	RWD Truck Program Management		Highland Park	418-04-18

Subject:

BOSTON TRUCK DEALER VISITS
April 15-16, 1986

Major findings:

- o Dodge Trucks require more national advertising and promotion.
- o Women are an increasing factor in truck sales:
 - Women are major influence at closing
 - Small pickup and sport utility buyers are estimated to be 30-40% young single women in Boston area
- o Large Sport Utility market dying.
- o Pickup behind-seat storage is needed.
- o Do not discourage female pickup buyers with elements such as higher floor.
- o Extended cab needed in Dakota line, also sport utility (should be 3 or 4 door, not counting rear hatch).
- o Poor quality, appearance, lack of "sizzle" make conquest sales more difficult, almost non-existent.
- o Option packages are desirable - sales from stock are 80-95% of total.
- o Toyota sends Corporate planners and engineers (with translators) to visit dealers on a regular basis (several times per year).


R. E. Burnham


J. R. Thomson


H. C. VonRusten

mas

cc: J. W. Callinan R. A. Horvath
 E. S. Clark J. M. Hossack
 D. E. Dawkins K. S. Mack
 R. O. Eccles

COMMENTS

DEALER NAME	LOCATION & MARKET	APPROXIMATE ANNUAL VOL. CAR TRUCK	CURRENT PRODUCTS	PICKUP RENEWAL	VAN/WAGON RENEWAL	SPORT UTIL. EXT. CAB	COMPONENTS	GENERAL
HARR DODGE (RICHARD WARREN, GM)	WORCESTER, MA AFFLUENT COMMUNITY	600 400 OTHER DEALS: TOYOTA, FORD, LINCOLN/MERCURY	<ul style="list-style-type: none"> 5/50 STRONG SELLING POINT. MAJOR QUALITY PROBLEMS - WATER LEAKS, TRANS., RUSTY CHASSIS COMPONENTS. CURRENT VAN PAINT IS O.K. SIMPLIFY ORDERING. 	<ul style="list-style-type: none"> STORAGE BEHIND SEAT DESIRABLE. MUST RETAIN PICKUP APPEARANCE. MUST LOOK TOUGH. DON'T RAISE PICKUP TO VAN HEIGHT. 	<ul style="list-style-type: none"> MINIMAL ENGINE LOVER AN ADVANTAGE. DODGE VANS RATTLE. NO INTEREST IN 4WD VANS. 	<ul style="list-style-type: none"> LARGE S/U NOT SELLING. 4-DOOR IMPORTANT. NEED BENCH SEAT. 	<ul style="list-style-type: none"> DIESEL NOT IMPORTANT - BIG GAS WOULD DRAW INTEREST. CASSETTE RADIO NEEDED. CLEARCOAT NOT IMPORT. REMOTE & HEATED MIRRORS DESIRED. 	<ul style="list-style-type: none"> RUNNING BOARDS GOOD AS OPTION PREFER LARGE GAS TANK.
SILVER CITY DODGE (JACK BARBOZA, PRESIDENT)	RAYNHAM, MA MIDDLE CLASS COMMUNITY	600 1200 OTHER DEALS: TOYOTA, FORD, HYUNDAI, CADILLAC, COACHMAN R.V.'S.	<ul style="list-style-type: none"> NEEDS FRESHENING. LESS BULK. NEED V6 & CLUB CAB. USE OF CLOTH INTERIOR INCREASING. PACKAGING OF OPTIONS VERY IMPORTANT. 	<ul style="list-style-type: none"> DON'T DROP SHORT WHEELBASE. CONCERNED ABOUT GREATER STEP HEIGHT. INCLUDE LOW-PRICED APPEARANCE ENHANCEMENT (BASE MODEL). 	<ul style="list-style-type: none"> WANT DEFROSTER FOR DUAL REAR DOOR. PROMOTE CONVERT-A-BED. BIG VAN COULD CONTINUE INTO 90'S IF QUALITY IMPROVED AND FRESHENED APPEARANCE. 	<ul style="list-style-type: none"> 4-DOOR IMPORTANT. DEALERS PAYING \$3000 OVER INVOICE TO GET 4-RUNNERS. 	<ul style="list-style-type: none"> CONVEX MIRRORS: MORE CUSTOMERS DISLIKE THAN LIKE. WANT CASSETTE & POWER MIRRORS ON TRUCKS. 	<ul style="list-style-type: none"> NEED MORE FACTORY PROMO! SAME QUALITY PROBLEMS AS ABOVE. UPDATE RAM'S HEAD!
HALLISSY DODGE (GEORGE PANDY, GM)	LOWELL, MA "SILICON VALLEY EAST" - AFFLUENT.	450 350 OTHER DEALS: TOYOTA, CHEVY, VOLVO, L/M	<ul style="list-style-type: none"> DODGE P/U TENDS TO RATTLE WITH LOW MILES. DELIVERY QUALITY VERY LOW. 80% OF BUY DECISIONS MADE BY WOMEN. POOR DURABILITY. 	<ul style="list-style-type: none"> EASE OF ENTRY, APPEARANCE MUST NOT BE INTIMIDATING TO WOMEN. PEOPLE LOOKING FOR FUTURISTIC APPEARANCE. 	<ul style="list-style-type: none"> NEED ULTIMATE SOUND RADIOS, OPULENT FEATURES. 	<ul style="list-style-type: none"> 4-RUNNER IS VERY HOT. DAKOTA S/U WOULD BE VERY STRONG SELLER! 	<ul style="list-style-type: none"> WANT REMOTE CONTROL MIRRORS. USE 100% FACTORY RADIOS. 	<ul style="list-style-type: none"> NEED MORE ADVERTISING. APPREHENSIVE ABOUT F'GLASS PICKUP BOX. UPDATE RAM'S HEAD!
DODGE CITY (DAN BORTOLUSSI, PRESIDENT)	MILFORD, MA	300 400 OTHER DEALS: FORD	<ul style="list-style-type: none"> TOO BULKY. LOW COST EXTERIOR APPEARANCE PACKAGE NEEDED. NEED 14,000# GVW TRUCK. 	<ul style="list-style-type: none"> SPACE BEHIND SEAT EXCELLENT IDEA. DON'T CHANGE PICKUP PROPORTIONS. 	<ul style="list-style-type: none"> NO SIGNIFICANT COMMENTS ON VANS. 	<ul style="list-style-type: none"> 4-DOOR NEEDED. EDDIE BAUER PACKAGE VERY HOT ON BRONCO II. 	<ul style="list-style-type: none"> CONVEX MIRRORS NOT AN ISSUE. TRUCK BUYERS LIKE VINYL. VENT WINDOWS WANTED BY SMOKERS. 	<ul style="list-style-type: none"> DODGE SALES TRAINING NOT EQUAL TO FORD. RAM'S HEAD OLD-FASHIONED.

TAB 18

INDIVIDUAL ZONE VISIT REPORT:

SYRACUSE



Inter Company Correspondence

Telephone Date
T6/PVS.8 May 7, 1986

To — Name & Department		Telephone	Date	CIMS Number
R. O. Eccles	Chief Advance Product Development	T6/PVS.8	May 7, 1986	415-03-10
From — Name & Department				CIMS Number
P. V. Sheridan	Advance Product Development			415-03-10
T. A. Simonsen	Truck Marketing	Chrysler		414-05-46
F. B. Whelan	Components Planning	Center		415-03-08

Subject:

TRUCK DEALER VISITS - SYRACUSE ZONE

The following truck dealers of the Syracuse Zone were visited by the undersigned:

- o DON'S FORD/DODGE CITY - Utica, NY
 - Dennis Cater - General Manager (Dodge City)
 - Albert Deering - General Manager (Don's Ford)

- o JAY'S SALES AND SERVICE - Boonville, NY
 - Jay Ischia - Owner
 - Howard Trainor - Sales Manager

- o ROYAL CHRYSLER MOTORS - Owego, NY
 - Dwight Harris - Owner

The attached listing encompasses comments received from each dealership and is broadly arranged into power train, full-size pickup, full size van/wagon and general.

Paul V. Sheridan
P. V. Sheridan

T. A. Simonsen
T. A. Simonsen

F. B. Whelan
F. B. Whelan

ATTACHMENT

- cc: E. S. Clark
J. M. Hossack
P. C. Bates (Regional Manager)
G. J. Relf (Syracuse Zone)
T. D. Willis (Syracuse Zone)

SYARCUSE ZONE - TRUCK DEALER VISIT COMMENTS

Don's Ford/Dodge City - Monday; April 21, 1986

Power Train

- o 225 is underpowered, but has good reputation.
- o 318 retains excellent reputation; has good driveability and performance but fuel economy needs improvement, especially with automatic transmission.
- o 360 runs smooth but lacks power expected for its size; fuel economy is poor.
- o Dodge City would prefer large gas entry over diesel at present; GM hurt overall image of diesel engines. However, if diesel had performance/fuel economy and name with a reputation, this could be very sellable.
- o 50% of truck showroom traffic is aware of Ford's new MPI 302 engine.
- o Ford 351W used primarily for plowing/towing with 95% using automatics.
- o Most buyers expecting to tow (heavy) will buy Ford's 460 or the 6.9L diesel. Dodge does not participate in heavy towing due to lack of large gas/diesel.
- o If forced to, Don's Ford would retain 6.9L diesel and give up large gas versus reverse scenario.
- o Approximately 50% of Ford's truck showroom traffic is aware of automatic overdrive transmission; Dodge does not need AOD immediately but would like a "good one" in near future.
- o There is not an immediate demand for a 5-speed manual, but imports making buyers aware of this product.

Pickups

- o Pricing is crucial in pickup sales; Chevy doing better than Ford, Dodge pricing biggest selling point.
- o Extended cab desired by families; extra space sometimes used for children.
- o Resale is also very important; Dodge not competitive here.
- o For the most part pickup truck buyers are very loyal; Ford sells on name and past history; a long term reputation is key.
- o Dakota expected to draw some sales from full-size.
- o Some aerodynamics exterior theme refinements are okay for pickup in short run. Major aero-based design change not recommended; perhaps long-run only.
- o Many fleet buyers are switching back to Ranger from import "minis" for durability reasons.

Van/Wagon

- o Full-size van sales have drastically fallen off in this zone; reason unclear but Astro van may be part of reason. Conversion van sales also down.

SYARCUSE ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

- o Commercial van buyers tend to be more aware of vehicle construction; i.e. frame versus unitized. In general, wagon buyers indifferent/not aware.
- o Exterior design of Dodge wagon is excellent; no major changes are needed, but a freshening is needed prior to 1991/1992 time frame.
- o Wants N-Body sport utility, then extended cab; although he sells 4x4 Vistas rapidly, 4x4 T115 not considered substitute for sport utility.

General

- o Power train is clearly the priority item versus exterior/interior/feature issues for Dodge although styling is old and a freshening is definately needed for both pickup and van/wagon.
- o Customers are still very fuel economy conscious - current gas pricing considered very temporary.
- o 5/50 considered a minor advantage versus Ford; Ford offers extended service plan (6/60) at reasonable price - 30% rate.

Jay's Sales and Service - Monday; April 21, 1986

Power Train

- o 318 fuel economy appears to be deteriorating versus previous model years; has adequate power, good reputation.
- o 360 fuel economy "okay", power "adequate", driveability "poor".
- o Fuel injection needed "badly".
- o Would like to see a large gas but an all-out 360 with MPI, etc. may be better long run strategy.
- o A "real" diesel with a good name/reputation could be a plus for Dodge trucks.
- o Present Dodge automatic lacks adequate clutch surfaces; tends to wear out under heavy use.
- o Ford's 4.9L inline six an excellent performer; Dodge or Chevy has no comparable package.
- o Bad initial AOD offerings (from GM) has ruined reputation; AOD not wanted unless vast improvements are made.
- o Although Ford's initial IFS problems have been fixed, recommendation is to stay with solid front axle - Ramtrack has been greatly improved recently.

Pickups

- o Dodge pickup quality has drastically improved versus previous model years.
- o Chevy/GMC pickup quality poorest of "Big Three", especially drive train.
- o Undersized tires do not support "Ram Tough" image on Dodge pickups.

SYARCUSE ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

- o Would like to see a full-size extended cab pickup as soon as possible.
- o Electronics should not be used in pickup instrument panel - stay with gauges.
- o Minor aero-based design changes okay; no need for radical change in short/medium term - must have at least a freshening prior to 1991/1992.
- o Composite pickup box could have real selling advantage over corrosion-prone metal box.
- o D150 and D250 roof should accommodate optional or aftermarket identification lights (clearance lights) - presently only available on D350, difficult to install later. Modern snow-plow lights also needed.
- o Dodge pickup seats tend to have very high foam densities; possibly too firm. Cold temperature performance of vinyl also poor; too hard in winter temperatures.

Van/Wagon

- o Dodge wagon has the superior exterior design versus Ford/Chevy.
- o Interior trim needs upgrades in content and quality - some door panel problems experienced.
- o Extended "nose" on Ford seems superior for serviceability.

General

- o Ford's "Goodwill" service program very effective - should be considered by Chrysler.
- o A small/mid-size sport utility is needed fast (before N-Body extended) - Ford expected to introduce 4 door in 1986½ - a real opportunity for Dodge.
- o Would prefer that headlight/dimmer switch be moved to stalk.

Royal Chrysler Motors - Tuesday; April 22, 1986

Power Train

- o Basically happy with Dodge power train but fuel economy on 360 very poor; 3.7L driveability and power also a real problem.
- o Durability/power is the priority - good market for stronger 360.
- o Reliable, "proven" engine a real selling point to truck buyers - e.g. 318.
- o A good diesel sellable - would prefer diesel over large gas but would like both. Diesel with manual transmission would be stocked at 60%; automatics 40%.
- o Buyers are typically cautious about fuel injection but are very pleased with Ford 302 MPI once they drive it.

SYARCUSE ZONE - TRUCK DEALER VISIT COMMENTS
(CONTINUED)

- o Four speed automatic overdrive a definite want, especially light duty.
- o Ramtrack 4WD system a real plus - stay with solid front axle versus IFS.
- o Driveline "clunk" a real problem on demo rides.

Pickup

- o "Tough" image with product to back up that image very important in pickups - undersized tires on Dodge price leader does not support image.
- o Should retain base pickup w/o power steering.
- o Tilt-wheel option especially important on custom pickups.
- o $\frac{3}{4}$ ton pickup for snow-plowing very important.
- o Two-tone paint combinations becoming important to pickups - Ford availability superior.

Van/Wagon

- o Durability/reliability a major concern for van/wagon buyers; Dodge is doing a good job.
- o Serviceability of Dodge considered competitive - no problem here.

General

- o "Value" is key to selling any vehicle - trucks or cars - a combination of price, quality and product content.
- o LAI could be used very effectively in truck commercials - more Corporate advertising support of trucks needed in general.
- o Dwight Harris uses sales pitch that Dodge trucks are or are becoming just like Ford trucks; "Lee Iacocca used to build Ford trucks now he's building Dodge". This sales pitch appears effective.
- o Truck buyers typically buy when need arises - they usually don't order and wait - they buy from stock.
- o "Prospector" packages are good sellers.

TAB 19

PHASE TWO DESCRIPTION / SCHEDULE

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

PHASE II DESCRIPTION/SCHEDULE

Phase II Description

- Phase II was originally demarcated as the post-May 5, 1986 Concept Approval Meeting portion of the dealer visits. The purpose is a continuation of the Phase I inputs but to checkpoints later in the advance product development process for the full-size truck program.
- During the Phase I visits it was officially announced that two additional zone offices would be formed bringing the total Chrysler sales zones to twenty-five. This leaves fifteen remaining for Phase II visitation. (Advance notice of the additional sales office formations was used to select the Phase I zones, avoiding the "shake-up" environments of the affected zones).
- Phase II will also expand organizational participation to include the Business Groups and Project Liberty. An "Information Meeting" will be scheduled for early June to acquaint the new participants with the program. For the most part, Phase II will have a format similar to that described on the "General Notes" page (Tab 5).

Schedule

- Shown below is the tentative Phase II visit schedule:

<u>Sales Zone</u>	<u>Week Beginning (1986)</u>
Washington, D.C.	6-15
St. Louis	6-22
Phoenix	6-29
New Orleans	7-13
Atlanta	7-20
Denver	7-27
Memphis	8-10
Kansas City	8-17
Philadelphia	8-24
Pittsburgh	9-7
Portland	9-14
Detroit	9-21
Minneapolis	10-5
Charlotte *	10-12
Milwaukee *	10-19

* New

TAB 20

COMMENTS / ACKNOWLEDGEMENTS

TRUCK DEALER VISITS - PHASE I SUMMARY REPORT

COMMENTS/ACKNOWLEDGEMENTS

COMMENTS

- Complete unanimity exist among the dealers, zone management, and the dealer visit teams with respect to the value of Corporate visitation to the truck dealers. Many dealers made special personal arrangements or demands on their subordinates to ensure participation. Likewise, the support and enthusiasm of the ten zones was second only to the precision of their coordination/accomodation efforts.
- A subtle but important outcome also includes the "education process" that nearly all visit team members underwent during Phase I of the program. The necessity to "Think Trucks" on the part of more Corporate personnel as the first step in the process of enhancing the Dodge truck products was greatly facilitated.
- The fact that our Japanese competitors are constantly visiting their dealers - "and doing so all the way from Tokyo!" - became a tiresome reprimand for many of the visit teams. If nothing else, Phase I verified that the affirmative would be appropriate with respect to the dealer inquiry, "Are you guys going to be visiting with us regularly?"

Acknowledgements

- Advance Planning would like to thank the Chrysler Center personnel who participated and did an admirable job of reporting the discussion content of the Phase I truck dealer visits.
- The management of the ten Phase I zones are also deserving of applause. The zones performed flawlessly in their support and accompaniment of the dealer visits.
- We would like to thank the thirty-five dealers for participating and hereby ensure them that their comments will continue to be sought and are already being "dovetailed" into the planning of both present and future truck products.
- A special thanks goes to Pentastar Travel whose agents assisted with the utmost courtesy and competence; providing a "no-hitches" scenario time and time again, regardless of the frequent changes to the trip itineraries.
- Finally, Advance Planning would like to sincerely thank the many secretaries for their support and for their patience while typing all of this!

END OF DOCUMENT