



January 2, 1969

TO: All Dodge Division Direct Dealers

SUBJECT: Charger, Monaco, "White Hat Special Cars."

Charger, 2 Monaco Models now in "White Hat Special" lineup

That's right! Charger, America's runaway success car, now gets a unique Dodge "White Hat" package all its own. Think of it -- here's the car that has raised Dodge Fever like nothing before -- and now, as a Charger "White Hat Special" the car will generate greater traffic, volume and profit than any other car in Dodge history!

The addition of Charger to the Dodge "White Hat Special" lineup means you have the success car in the industry tied to the success program in the industry. A surefire "one-two" combination that can skyrocket your Charger sales even higher.

Monaco, the luxury flagship of the entire 1969 Dodge model line also has a "White Hat" package on 2-door and 4-door hardtops. The addition of Monaco, to your "White Hat Special" lineup, provides the finest "high-dollar-profit" potential you have ever had!

Packages and Profits have peak appeal

The equipment details are clearly outlined on the attached sheets for both Charger and Monaco "White Hat Special" cars. (The profit picture is there, too.) But, quickly, here's the great news: Your hot-selling Charger now offers you a big saving of \$43.00 per unit. Charger "White Hat Special" models will be available in all colors, but only with vinyl roof covering. Monaco "White Hat Special" savings amount to a sizzling \$60.00 a unit when ordered with vinyl roof. Both Monaco 2-door and 4-door hardtops are available with or without vinyl roof covering.

Advertising "Launch" for Charger/Monaco is Timed Right!

The public announcement of Charger and Monaco "White Hat Special" cars on February 15th is timed to strengthen interest in your entire "White Hat Special" program. Special national advertising will create increased traffic, increased sales and increased profits for you. Make the most of it! Order a stock of Charger and Monaco "White Hat Special" cars, so you will be able to display and deliver the cars that are being promoted.

In addition your salesmen have a valid reason for recontacting earlier prospects with the offer of big savings and immediate delivery on Charger and Monaco "specials".

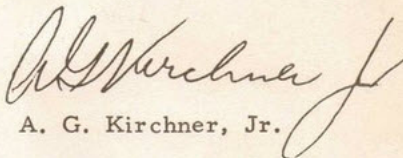
Order now for most effective merchandising impact!

Dodge "White Hat Special" cars have always proven to be red-hot money-makers at retail! That is, if you have the merchandise in stock, ready to sell!

Now is the time to review your inventory requirements for the selling months ahead -- and order at least one Monaco "White Hat Special" (Order Code A24) with a vinyl top, as well as at least one Charger "White Hat Special" (in the new body color, Spring Green; Code A41 with a white vinyl top). Naturally, as is the option with all previously released "White Hat Special" cars, Monaco WHS models are offered in a full range of standard colors with (or without) vinyl top. The vinyl tops can be white, black, green, or tan, with compatible interior trim color. Charger WHS cars are available in all standard colors also. However, Charger WHS cars are available only with vinyl top. (Tops are offered in white, black, green or tan with compatible interior trim color.)

Please check the attached Charger and Monaco "White Hat Special" for complete details -- particularly the substantial savings offered to you!

Sincerely,



A. G. Kirchner, Jr.