SALES REPRESENTATIVE'S REPORT
FRICTION PRODUCTS GROUP

yped: 10/10/78-10/10/78
TYPE OF CALL

RESPONSE REQUESTED ☐
DATE 10/6/78

CUSTOMER	REPRESENTATIVE	REPORT No.
CADILLAC MOTOR DIVISION	L. E. BRETZ, JR.	7786
ADDRESS	CITY	STATE/ZIP
DETROIT, MI.		
		PHONE

OFFICIALS INTERVIEWED
B. M. Edsall - Staff Engineer

(Phone Conversation)

COMMENTS

Mr. Edsall phoned the writer to discuss somewhat further, the matter of Cadillac evaluating additional linings for subsequent model years, specifically 1980 through 1983.

He has received a letter from Delco-Moraine Sales, recommending additional materials other than the Abex material being utilized on the Cadillac cars. They are proposing the 1980 C-car Corporation package, which consists of Delco-Moraine's disc brake lining and Inland drum brake lining.

They are presently setting up a program to evaluate this material just to keep the record straight and to be able to thwart any internal corporation pressures which would be brought to bear if they did not at least see how it stood up on the vehicles.

The only way that they'll make a change would be to the total corporation front and rear package, rather than the corporation rear with the present Cadillac Delco released fronts of Delco-Moraine 5470. They have already evaluated this concept and it just does not work.

The field program would be shortened due to Buick and Oldsmobile already using the corporation C- package for two years. So that they probably could get it ready for 1981.

As far as evaluating a material from Abex to replace 734-161, this would take them a long, long time to be able to evaluate and to get any satisfactory answers. If the corporation C-car package for 1980 works well enough and is satisfactory, they would be committed to go to that.

If, as a result of that, the Original Equipment business left, we would still be required to supply Service for not only the 11 x 2, but also the 12 x 2½ brakes in our old formulation 734-161 and 38-27E.

Earle

L. Earle Bretz, Jr.

jd

cc RLCutler/AFSchmaltz/File
RENelson
ADIndelicato ✓
PHGrim

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