Abex

An IC Industries Company

Abex Corporation
Friction Products Division
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DATE : April 14, 1986

SUBJECT: Abex School Bus Program

TO : Abex Heavy Duty Distributors

FROM : J. N. Eberhart

The School Bus Marketing Program is one that all Abex Heavy Duty Distributors have taken advantage of. And by doing so, it will pay off in added sales for all.

To assist you and your sales people to take full advantage of this program, we are enclosing a quantity of technical bulletins and sign-up reply cards for our Brakeliner mailing.

As you know, Abex sends out on a quarterly basis technical information to over three thousand school bus fleets. This information is proving to be of service to these fleets for proper brake maintenance.

If you have any school bus fleets not on our mailing list, this is the time to sign them up. There is no charge for this service, and each account will receive a complete updated binder.

For more details on our Abex Brakeliner program, contact your Abex EXL Brake District Sales Manager.

J. N. Eberhart

Joseph N. Eberhart
Director, Marketing Services
Aftermarket Sales

JNE:fp

Encl.