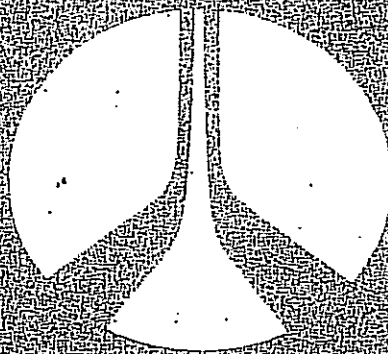


**PARTS AVAILABILITY...  
ROCKWELL BUILT AN  
ORGANIZATION  
AROUND IT**



**Rockwell**

**NATIONAL PARTS DISTRIBUTION CENTER**  
Florence, Kentucky

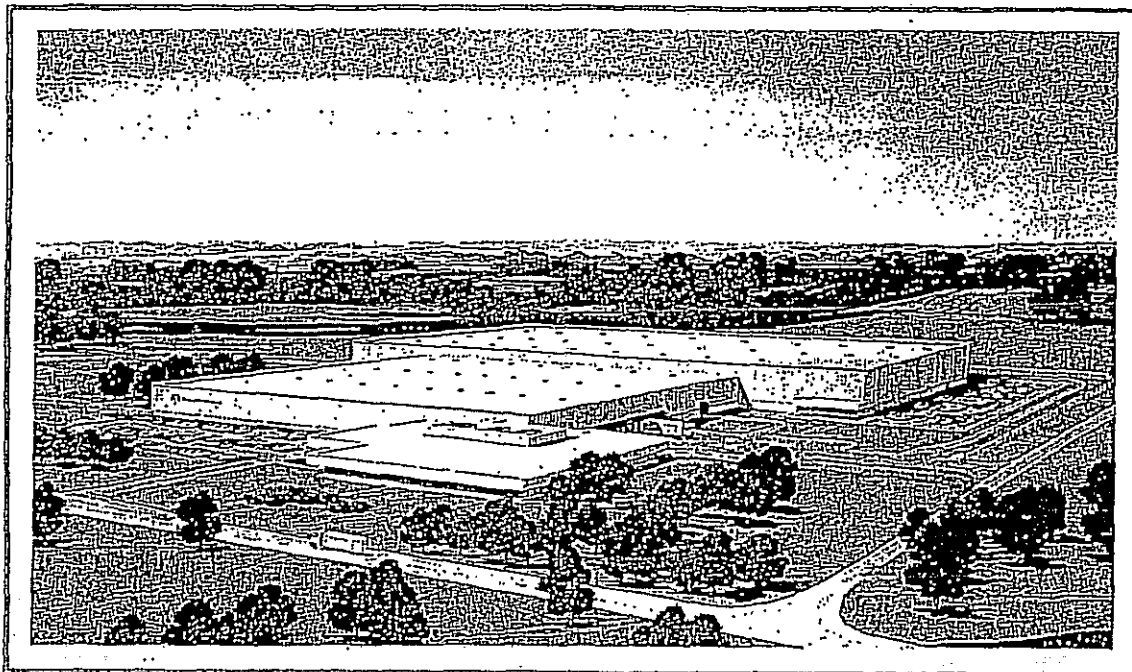
**PLAINTIFF'S  
EXHIBIT**

*10*

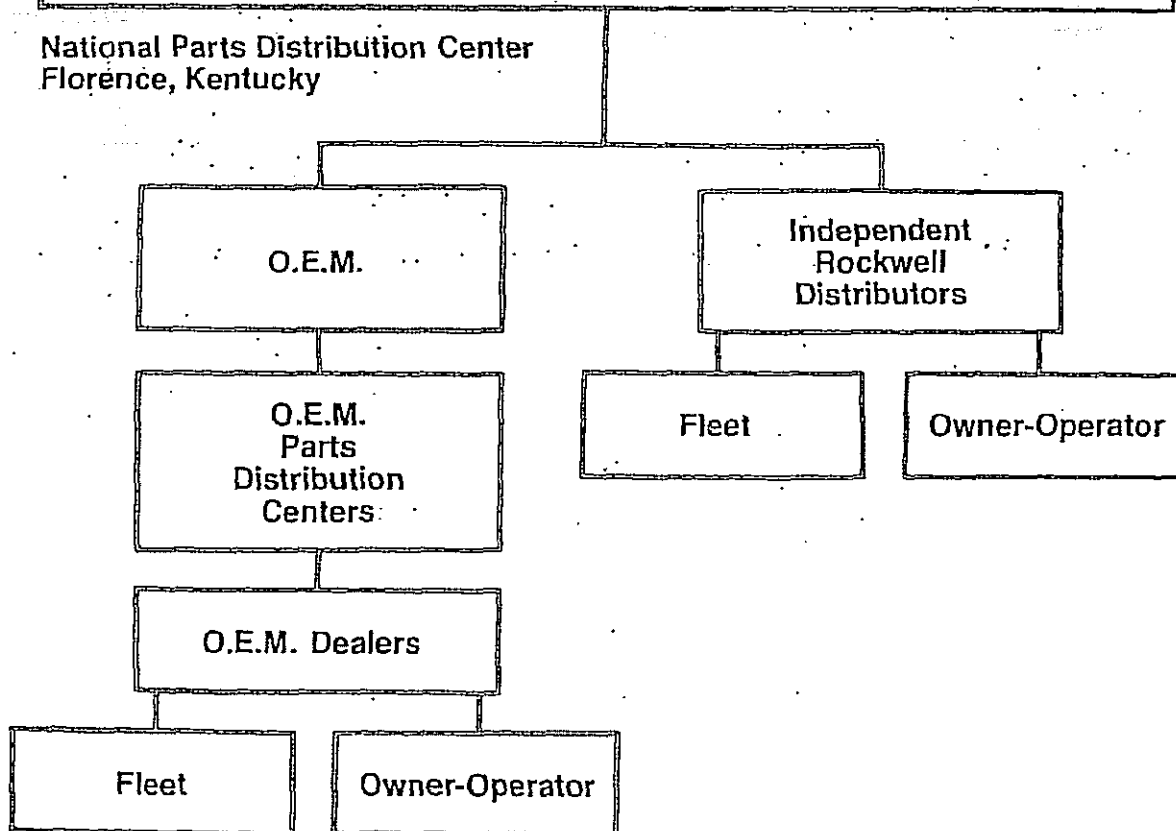
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## Rockwell Service Parts Division



National Parts Distribution Center  
Florence, Kentucky





Automotive Operations  
2135 West Maple Road  
Troy, Michigan 48064

Rockwell  
International

Gentlemen:

As a further testimony of Rockwell's commitment to provide greater availability of genuine Rockwell parts, our new National Parts Distribution Facility was opened in April of 1979. Without duplicating existing distribution systems, Rockwell offers a national distribution source for both rapid and slower moving parts. Our forecasting and control system coupled with "safety stock," to cover unusual demand fluctuations, assures a higher level of parts availability to the end user than ever before.

Our O.E.M. dealers combined with our 300 independent Rockwell brake and U-joint distributors, constitute over 2500 authorized outlets where genuine Rockwell parts can be obtained.

Through the consolidation of Rockwell parts inventory from various manufacturing plants to one National Parts Distribution Center, our customers also benefit from more efficient order handling and lower parts distribution costs. In addition, each customer transacts their business with a single distribution contact whose exclusive concern is to provide customer service.

The Rockwell National Parts Distribution Center in Florence, Kentucky offers ready availability of genuine Rockwell products for the heavy-duty truck aftermarket. It demonstrates Rockwell's commitment to support our O.E.M.'s, their dealer network, and the independent Rockwell distributor in their continuing effort to provide the customer with service and product. Florence also underscores the contribution that the Service Parts Division makes to Rockwell's standing as an industry leader and their support to the total Rockwell product line.

Parts availability. . . we built an organization around it.

Ronald D. White  
Vice-President, General Manager  
Service Parts Division

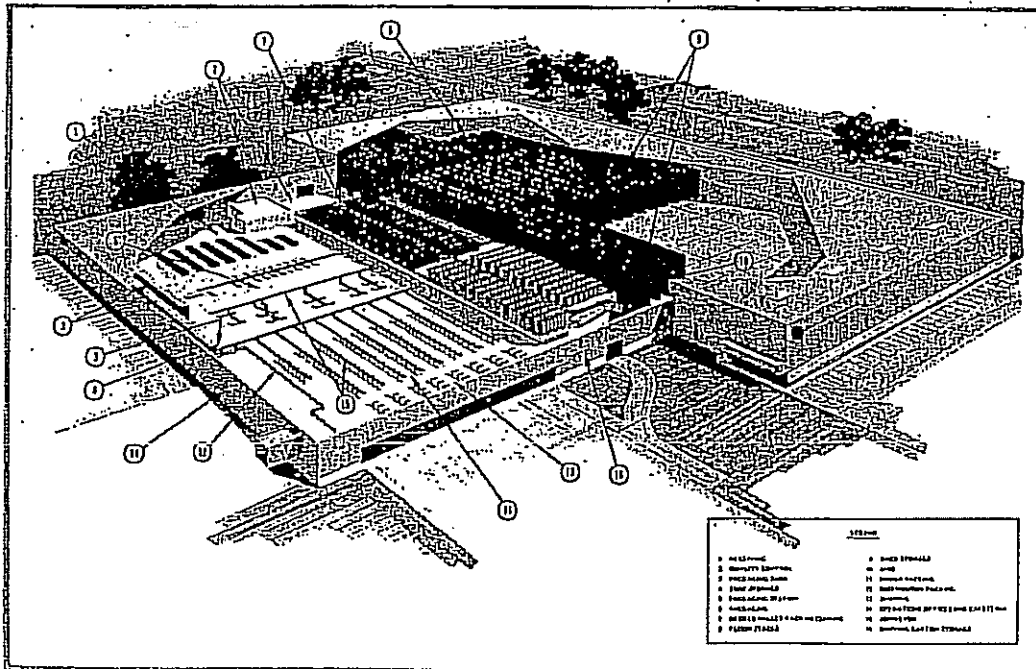
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## Welcome to Florence...

Representing a financial commitment of millions of dollars in heavy-duty parts inventory, the Rockwell National Parts Distribution Center has been expanded over 3½ times previous floor capacity to 430,000 square feet. Ceiling heights have been increased as well, expanding overall cubic storage space. Stock emergency and "unit-down" orders are received by our expanded sales staff. To further speed up response and retrieval time, advanced software provides easy access to the parts safely stocked at the facility. Because a large number of items are conveyable, automated conveyor systems will increase handling efficiency as orders are delivered, quickly and accurately to staging areas for shipment.

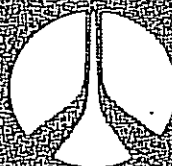
Rockwell's planning for the future is demonstrated by a capacity for additional expansion of the current facility integrated into the existing design.

Once again, easier sales entry and faster, more efficient retrieval and delivery, demonstrate Rockwell's commitment to provide a higher level of customer service to support our products.



**Over 2,500 Authorized Rockwell Parts Outlets Nationwide...**

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**Rockwell**

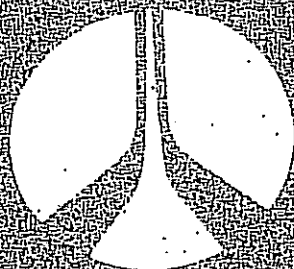
**Service Parts**

**You Have Got Rockwell Parts Outlets  
Exactly Where You Want Them.**

There are more than 2200 O.E.M. Dealers and 300 Independent Rockwell brake and drive-line distributors to insure immediate availability of genuine Rockwell parts.

**Parts Availability...**

**Rockwell Built an Organization Around It**



**Rockwell International**

where science gets down to business

SP-7956

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