

LEAD INDUSTRIES ASSOCIATION

292 MADISON AVENUE
NEW YORK 17, N. Y.

*J. Members &
Eng. M. M. L. L. L.*

August 22, 1960

SUBJECT: ELECTRIC
DELIVERY
TRUCKS

To Members of the Lead Industries Associations

Attached is a copy of a new brochure just issued by the Cleveland Vehicle Company describing the new lead-acid battery-powered multi-stop delivery trucks on which they are now in production.

These trucks can of course develop into a substantial market for lead and lead products since we believe they are ideal for certain types of service.

We hope that members of the Lead Industries Association will investigate their own requirements to see whether trucks of this type have any place in their operations. If not, we hope that members will bring them to the attention of others with whom they are in contact who may have a need for this kind of vehicle. Thousands of these trucks are in daily operation in England. We see no reason why a large market can not be developed for them in the United States.

Sincerely yours,

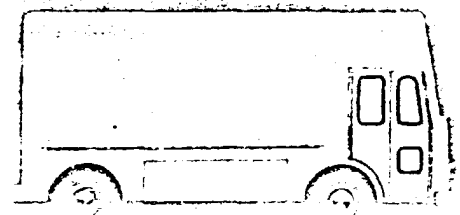
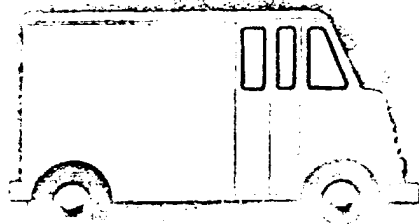
R. L. L. L.
Secretary

100 ANGAS - 100

• NOTHING MATCHES THE ECONOMY OF



ELECTRIC DELIVERY TRUCKS



• IDEAL FOR ANY MULTI-STOP USE:

MILK • BREAD • ICE CREAM • DRY CLEANING • LAUNDRY • PACKAGES

LOOK HOW MANY WAYS YOU SAVE MONEY!

Low-cost fuel

First you start with the lowest cost fuel you can buy—electricity. For years, the cost of other fuels has been creeping steadily upward. Not so with electricity. In fact, it's still cheaper today than it was in 1940. And the chances are that the cost of electricity will remain low while that of other fuels goes up. You draw the electricity off your regular powerlines during the night and store it in the high-capacity Exide batteries that the truck carries. The truck can run all day—up to 50 miles on a single charge.

Low maintenance cost

The cost of maintaining any kind of delivery truck hinges largely on the number of moving parts subject to wear. In gas trucks, they are numerous and require constant upkeep. In CV electric trucks, by contrast, there is only a minimum of moving parts, and they rarely wear out—no clutch, for example, no fan belt, no spark plugs, no carburetor, no coil, no condenser, no automatic transmission or gear shift mechanism. No major engine overhaul is ever needed. There is no oil change, no oil filter, and no radiator. There's no risk of freeze-up and no need for antifreeze. Plastic body and roof won't rust. Extensive use is made of plastics and plastic coatings in other parts too. The low upkeep requirements of CV electric trucks means you don't need to maintain the large investment in spare parts normally required for gas trucks. It also means less downtime; so you need far fewer spare trucks to insure coverage of your routes.

Longer life

The life of a delivery truck is one of the biggest factors in its overall economy. And the end of useful life of an old truck usually comes when the cost of keeping it in repair exceeds the cost of buying a new one. That's why you can expect a useful life from CV electric trucks two or three times that of comparable gas trucks.

In typical applications, a life potential of 20 years for these trucks is indicated. Hence the annual depreciation reserves taken from your company's profits can be reduced. Upkeep cost not only starts out low but remains low as long as you keep them. In addition, CV electric trucks have the characteristic of smooth, almost vibrationless running. Hence the body frame and all accessory parts last longer. For still greater economy, you even get longer tire life than you get with gas trucks.

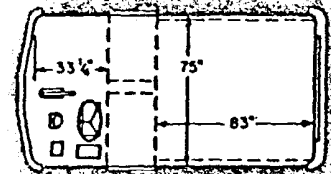
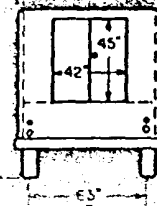
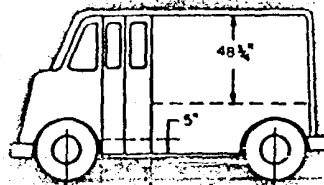
Lower running costs

Most delivery truck service is stop-and-go. A good deal of the time is spent standing idle at the curb. With a gas-powered truck, that means wasted money, because the engine runs the whole time, using up fuel and imposing needless wear on moving engine parts. But CV electric trucks use power only when they are running. When they stand still, the motor is off. Also they are more efficient in delivery service—gas engines are most efficient at high speeds, but the CV electric motor is actually just as efficient during acceleration and at low delivery speeds as at highway speeds.

Get more done

For sheer simplicity, no gas truck matches CV electric trucks. To start, you push the go-pedal. To stop, you push the brake. It's so easy drivers report far less fatigue from driving all day. They're safer, and that is reflected in the fact that insurance and license fees are lower in most states. What's more, since CV trucks accelerate so much faster, with no time lost shifting gears or manipulating a clutch, they cover normal delivery routes in less time. Experience proves you can expect an average of one hour per day less time required to complete a normal route than with an equivalent gas-powered truck. In addition, CV trucks are clean and quiet. They emit no offensive odors, leave no greasy trails, can't contaminate truck contents. They make a far better impression on your customers.

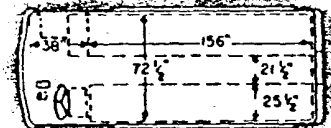
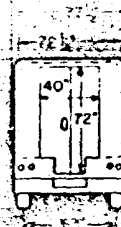
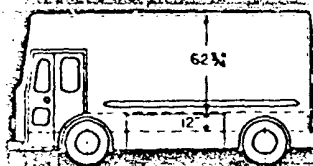
LIA24326



MODEL UA

Model UA is a compact, low-profile truck designed for maximum maneuverability and ease of operation. It features a single front wheel and a rear axle with dual wheels. The cargo area is enclosed by a high, rigid frame with a flat roof. The truck is built on a robust chassis with a heavy-duty frame. The front end is equipped with a large, rectangular grille and a prominent hood. The rear end features a large, rectangular cargo door. The truck is designed for use in a variety of environments, including urban areas and construction sites. It is available in several configurations, including a standard model and a model with a larger cargo area. The truck is built to last and is designed to provide reliable service for many years.

Model UA is a compact, low-profile truck designed for maximum maneuverability and ease of operation. It features a single front wheel and a rear axle with dual wheels. The cargo area is enclosed by a high, rigid frame with a flat roof. The truck is built on a robust chassis with a heavy-duty frame. The front end is equipped with a large, rectangular grille and a prominent hood. The rear end features a large, rectangular cargo door. The truck is designed for use in a variety of environments, including urban areas and construction sites. It is available in several configurations, including a standard model and a model with a larger cargo area. The truck is built to last and is designed to provide reliable service for many years.



MODEL LC

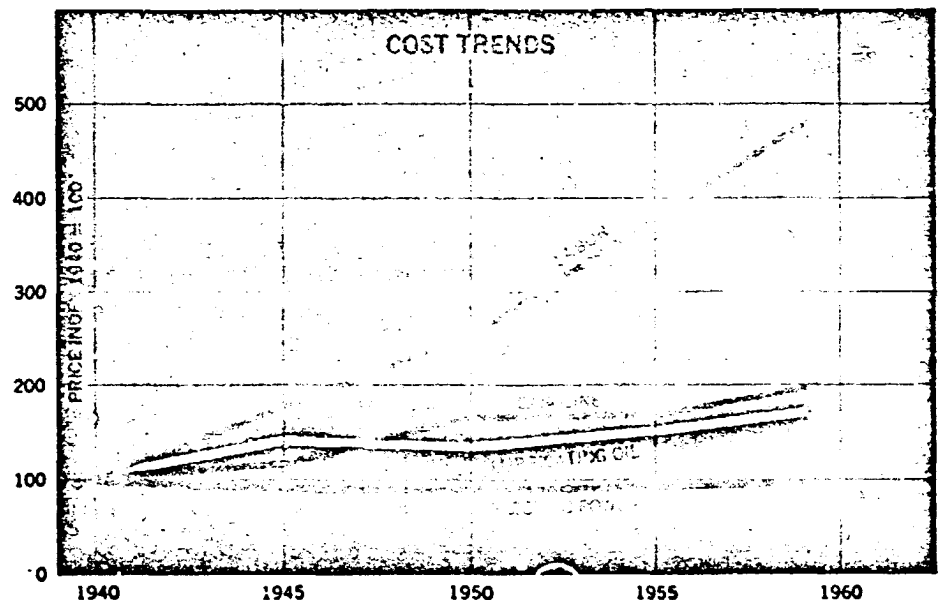
Model LC is a compact, low-profile truck designed for maximum maneuverability and ease of operation. It features a single front wheel and a rear axle with dual wheels. The cargo area is enclosed by a high, rigid frame with a flat roof. The truck is built on a robust chassis with a heavy-duty frame. The front end is equipped with a large, rectangular grille and a prominent hood. The rear end features a large, rectangular cargo door. The truck is designed for use in a variety of environments, including urban areas and construction sites. It is available in several configurations, including a standard model and a model with a larger cargo area. The truck is built to last and is designed to provide reliable service for many years.

Model LC is a compact, low-profile truck designed for maximum maneuverability and ease of operation. It features a single front wheel and a rear axle with dual wheels. The cargo area is enclosed by a high, rigid frame with a flat roof. The truck is built on a robust chassis with a heavy-duty frame. The front end is equipped with a large, rectangular grille and a prominent hood. The rear end features a large, rectangular cargo door. The truck is designed for use in a variety of environments, including urban areas and construction sites. It is available in several configurations, including a standard model and a model with a larger cargo area. The truck is built to last and is designed to provide reliable service for many years.

EVERY CV TRUCK YOU PUT INTO SERVICE MEANS GREATER ECONOMY IN YOUR FLEET OPERATIONS

The total potential savings made possible by CV electric trucks can be sizable over a period of years. Consider the overall operating cost in typical route service to approximate \$4.75 to \$6 per operating day. Comparable gas-powered trucks would cost at least \$7 to \$9. While CV trucks carry a higher original price tag, this extra investment can normally be recovered through savings in about 3 to 4 years, and you can expect to accumulate total

savings in excess of \$16,000 over the life of each vehicle. Multiply this by the size of your fleet, and you can see the tremendous significance of CV electric truck economy. And, as the chart shows, the uneven impact of inflationary forces points toward even more savings in the future. Why not investigate the specific benefits of CV electric trucks for your fleet now? Write for details on costs and savings.



Cost trends source information: Department of Labor figures, and earlier published information from several other Federal agencies. The difference is the cost of fuel is growing, but the trend of parts and labor cost is even more significant, inasmuch as the CV truck requires substantially less maintenance than other types.

Cleveland Electric Vehicle Company
P.O. Box 2182, Cleveland 8, Ohio