cc: V. J. Labrecque

April 22, 1968

TO: R. M. Burns

FROM: S. M. Lillis
W. J Sheehan ✓

SUBJECT: New Products

RE: Clutch Facings

We preliminarily explored the clutch facing business as it relates to Dana and could relate to Victor Divisions. Obviously, there are many factors to be considered and many details to be worked out. One thing is obvious, it is a business that seems to invite our participation. We can sum it up briefly as follows:

CONCLUSION

The clutch facing business embodies fabrication methods foreign to Victor operations.

The component materials are part and parcel of Victor's technology and know how.

The whole market seems to invite a new and progressive approach.

The piece price suggests that potential profits are Victor's and Dana's for the taking.

To do the necessary job for material development, product design and process development, an adequate number of qualified personnel must be added to Victor's technical staff.

RECOMMENDATION

Victor should seriously explore the possibility of going into the clutch facing business.

Victor should lock this in early, like right now, because the whole situation appears to be ripe for Corporate P. R. & E future plans.

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