

NATIONAL
HEADQUARTERS

SEARS, ROEBUCK AND CO.
SEARS TOWER
CHICAGO, ILLINOIS 60684

PLAINTIFF'S EXHIBIT

MAR-558

December 22, 1981

Mr. Bill Bockay
MAREMONT CORPORATION
200 E. Randolph Drive
Chicago, IL 60601

Dear Bill:

The Brake Line Review went very well on December 17, and all the extra material we prepared came back in the form of questions. So we were ready. It was not wasted.

Now, we have been commissioned to get deeper into some of these areas.

- Bill Bockay* 1. Are there some new equipment recommendations because of downsized cars? Smaller or portable brake lathes were mentioned.
- MTM -* 2. Should we get more money for metallic brake jobs?
what other NAD is doing?
- DR -* 3. Need a deeper study of how down-and-dirty we can get on a rebuilt OTC Brake program. *Can Motron get into rebuilt business?*
Eqmt Inv. cost impact; vol. needed
- Bill Bockay* 4. Develop a new Brake selling station.
Input from Motron
- Ed Koss* 5. O.E. brakes are coming in needing replacement very early in their life, e.g., 10,000 to 15,000 miles. Some questions arise from the field.
True? False?
- a. Will Sears replacements last longer?
- b. If so, can we put some technical data together that explains why our brakes last longer?
- c. If not, should we reduce our warranty period?
- d. Should we offer a trade-up Brake Warranty Service? Asbestos one warranty; Semi-mats (non-asbestos) another?
6. Should import brakes have a same, more or less warranty than domestics?
7. With more front brake work being forecast than front and rear, should S-52 be re-written to reflect that a complete job is 2-wheel?
- Bill Bockay*

*MEMO
FEBRUARY
1-21*

MAR

004273

Mr. Bill Bockay
December 22, 1981
Page two

Notes - Engle
8. Develop a "name" for Sears Brakes, ala DieHard and Muzzler.

*Bill Bockay
Fred H. H. H.
to R. Ferguson
5/1*
9. Study deeper the feasibility of some of our better sellers being bulk packed so the stores could pull shoes, pads, hydraulics and hardware from a master carton instead of "pirating" from AIO kits and having busted kits around the auto centers. Also, they could take care of warranty and comeback adjustments without, again, "pirating" the AIO kits.

Start thinking about what you can. Get Nuturn thinking and expanding on the materials already prepared. Get together what materials you know are readily available to offer assistance in compiling answers. Then, the early part of January, we can sit down to formulate plans.

Very truly yours,

SEARS, ROEBUCK AND CO.

F. F. Andelbrat
F. F. Andelbrat
Buyer
Department 628

FFA/dlm

cc R. Ferguson, D/628
C. Burkhead, Maremont Corp.
M. McDonough, Nuturn Corp.

Ed Gross 10. Industry Trends

MAR

004274