

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12345, Phone (518) 374-2211

OUTDOOR
POWER EQUIPMENT
OPERATION

May 8, 1973

Dear Sir:

"Versatility is 'the word' for this industrial electric tractor...."

Modern Materials Handling

"It's a tractor, forklift truck, groundskeeping machine, maintenance vehicle, and power supply all rolled into one."

Plant Engineering

What are these two top industrial publications calling "versatile" and many machines "rolled into one?"

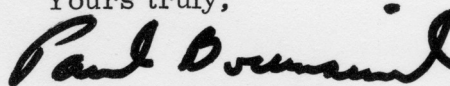
It is General Electric's unique I-5 Elec-Trak industrial tractor. A totally electric industrial tractor sold complete with power pack and on-board charger. It not only functions as a tough towing tug with 900 pounds of drawbar pull, but also as a rolling power source and prime mover for industrial attachments from forklifts to a DC arc welder.

For you, that kind of versatility means economy. The logic is simple: you can add new capabilities without adding new vehicles. In minutes, your I-5 Elec-Trak industrial tractor becomes a forklift, a lawn mower, a rolling workshop, a vacuum, a front end loader...even a 110-volt, a.c. power source that can range far from the nearest factory power receptacle. You customize the I-5 system to your needs at a handsome savings over specialized, single-purpose equipment.

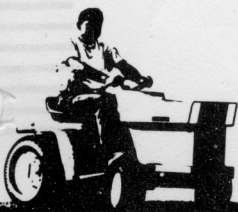
Read what the experts say. They had a first-hand look at the I-5 Elec-Trak tractor system and their objective editorials can tell you a lot more about what the I-5 system can do for you.

But you'll want to know more. So attach the label from the plastic envelope to the enclosed business reply card, and send it to us right now. By return mail we'll send you more detailed information, plus the name of your local I-5 Elec-Trak industrial tractor representative. In your plant, you're the expert. Take a close look at what I-5 versatility can do for you. You'll appreciate it.

Yours truly,



Paul E. Brunswick
Manager - Sales



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POWER EQUIPMENT
OPERATION

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702
SCHENECTADY, NEW YORK 12345, Phone (518) 534-2211

May 8, 1978

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For you, that kind of versatility means economy. The logic is simple.

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CORPORATIONS PARK, BLDG. 702
SCHENECTADY, N. Y. 12345

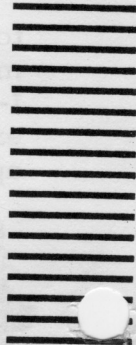
FIRST CLASS
PERMIT NO. 1
SCHENECTADY, N. Y.

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Yours truly,

Paul E. Krawczyk
Manager - Sales



I need more 1-5 information!

Stick mailing label from plastic envelope
or write in your company name and
address here.

(Your Name and Title)

_____ No. of Employees

_____ Your Major Business
(SIC)

_____ Your Signature