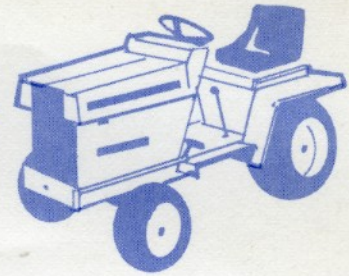




TELL IT LIKE IT IS

**EWIN**

"BATTERY POWER IS BETTER"



Sales Bulletin No. 1

If you're like most salesmen, you get a real kick out of selling products that are different---that offer a lot of owner benefits, and are really superior in performance, appearance and convenience.

You have those products when you're selling Avco New Idea Lawn and Garden equipment---and you'll be a winner if you know these products thoroughly and build your sales story and demonstrations around owner benefits.

THESE ARE YOUR PRODUCTS

EGT 80 - 8 h.p.; 36V system; 3-12V bat.; high flotation tires; comfortable, deluxe seat; manual attachment lift; 3 speeds forward, 1 reverse.



ATTACHMENTS - 36" mid-mounted mower; 38" frt. mtd. snow thrower (requires optional extended range power pack and PTO outlet); 10 cu.ft. dump cart; 31" lawn sweeper; 42" frt. mtd. blade.

ACCESSORIES - 36V electric; chain saw, drill, grass trimmer, hedge trimmer, edger trimmer, 110V inverter, and more (all require optional tractor accessory outlet).

EGT 100 - 10 h.p.; 36V system; 6-6V std. bat.; high flotation tires; comfortable, deluxe seat; manual attachment lift; 3 speeds forward, 1 reverse.

ATTACHMENTS - 36" mid-mounted mower; 38" frt. mtd. snow thrower (requires optional tractor PTO outlet); 10 cu.ft. dump cart; 31" lawn sweeper; 42" frt. mtd. blade.

ACCESSORIES - 36V electric; arc welder, chain saw, drill, grass trimmer, hedge trimmer, edger trimmer, 110V inverter, and more.





EGT 120 - 12 h.p.; 36V system; 6-6V H.D. batteries; comfortable, deluxe seat; electric attachment lift; headlights; 9 speeds forward, 3 reverse.

ATTACHMENTS - 42" mid-mounted mower (side or rear discharge); 42" frt. mtd. snow thrower; 10 cu.ft. dump cart; 31" lawn sweeper; 48" frt. mtd. blade; frt. platform lift; all Brinly-Hardy attachments except roto-tiller.

ACCESSORIES - 36V electric; arc welder, chain saw, drill, grass trimmer, hedge trimmer, edger trimmer; 110V inverter, and more.

EGT 150 - 14+ h.p.; 36V system; 6-6V H.D. batteries; comfortable, deluxe seat; electric attachment lift; headlights; 28 speeds forward, 9 reverse.

ATTACHMENTS - 42" mid-mounted mower (side or rear discharge); 42" frt. mtd. snow thrower; 10 cu.ft. dump cart; 31" lawn sweeper; 48" frt. mtd. blade; frt. platform lift; all Brinly-Hardy attachments including 30" roto-tiller.

ACCESSORIES - 36V electric; arc welder, chain saw, drill, grass trimmer, hedge trimmer, edger trimmer, 110V inverter, and more.



That's just part of your product story. Be sure you "brush up" on all the tractor, attachment and accessory details so you can give all the facts to your prospective buyers. You'll find those details in your Avco New Idea Lawn and Garden Product Information Booklet.

THESE ARE THE OWNER BENEFITS

As a good salesman, you'll want to determine which benefits interest your prospective buyer, then sell hard on them.

- ☺ Economical to operate and maintain --- save energy:
  - Fuel cost (electricity) will average about 5 to 7 cents per acre of mowing -- less than 1/5 the fuel cost for comparable gasoline-powered tractors.
  - Maintenance costs way down with no need for engine oil changes, spark plug and ignition point replacement, engine overhaul and air cleaner service.
  
- ☺ Safe to operate:
  - No gasoline to cause a fire.
  - Tractor motion and mower blades stop in 1 to 3 seconds if the operator moves from or falls off the seat.
  - Tractor circuitry protected by fuses and overload switches.
  
- ☺ No pollution:
  - No gas or oil fumes.
  - Sound level below restriction levels established for high population areas.
  
- ☺ Simple operation:
  - Starts with a turn of a switch, even in coldest weather.
  - All controls conveniently located.
  - No belt drives for attachments.
  
- ☺ Cool operation:
  - No hot engines; no hot muffler.
  
- ☺ Constant speed of attachments:
  - All electrically driven implements operate independently of tractor drive motor with power supplied directly from batteries to attachment drive motors.
  
- ☺ Superior power and traction:
  - Electric motor torque increases as more load is applied.
  - Weight distribution is greater on rear wheels, for better traction and stability.
  
- ☺ Roving power source:
  - Take electric power to any remote location. The tractor supplies the power - 36V DC or 110V AC (with inverter).
  
- ☺ Reliability:
  - No other power source excels electric motors and batteries for long, trouble-free life with minimum maintenance.

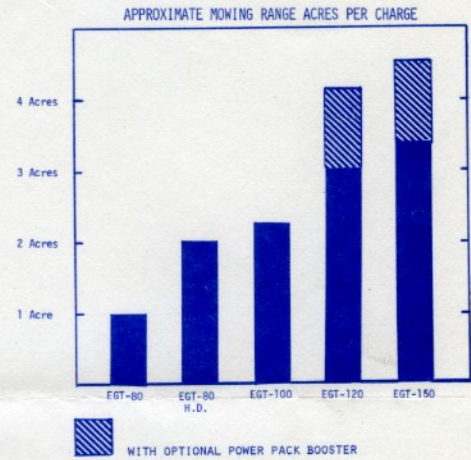
OPERATING RANGE

Be sure to sell the right tractor model to meet the specific work requirements of each owner. Check out his lawn size and terrain, and whether he plans to mow the whole area without major stops----then sell him the right machine for his operation.

When he asks (and he will) how often batteries will need charging, TELL IT LIKE IT IS! This chart gives the information you'll need for answering his question.

- EGT 80 w/std. batteries . . . . . 1 acre
- EGT 80 w/extended range kit  
(3 addtl. 12V bat.) . . . . . 2 acres
- EGT 100 . . . . . 2-2-1/3 acres
- EGT 120 . . . . . \*3+ acres
- EGT 150 . . . . . \*3-1/2 acres

\* Add approximately 1-1/4 acres if tractor is equipped w/opt. Power Pack Booster (3 addtl. 12V batteries).



Some owners may find they can mow more area than indicated by the chart, but don't promise more. Let them be pleasantly surprised. 😊

You've read this bulletin----BUT DON'T STOP NOW! Before you put it away use it and your Product Information Booklet to complete the enclosed questionnaire.

Put the questionnaire in the mail, and if you've answered it correctly YOU ARE A WINNER. We'll let you know soon. Stand by for next month's bulletin and questionnaire----and another chance to win.

Your questionnaire for January is enclosed. To be eligible for award credits, this questionnaire must be postmarked no later than midnight, January 31, 1974.