

NEWS RELEASE FOR SUBMISSION TO LOCAL NEWSPAPERS PUBLICIZING YOUR
ELEC-TRAK TRACTOR LINEUP

Instructions: Retype this release from the headline down. Insert your business name where it says "Dealer/Distributor Name" and your own name where it says "name of spokesman". If possible, add a photo of an Elec-Trak tractor with your dealership in the background. Submit the release and photo to the gardening or business editor of your local newspaper.

LATEST IN ELECTRIC LAWN TRACTORS NOW AT

(Name of Dealership)

_____ - The very latest solution to the energy crunch is available at
(City and State)
_____. Their complete line of outdoor power equipment features General
(Name, address of dealership)
Electric Company's revolutionary electric Elec-Trak lawn and garden tractors and attachments, all on review
during an open house, _____.
(Date and times)

"The Elec-Trak tractor lineup is long and strong this year, with eight different models including a brand new 8-horsepower-class Rider Mower", said _____ today. "Being cordless and totally
(Dealer spokesman)
electric, Elec-Trak tractors use no gasoline and are quiet, pollution-free and very easy to use. They are reliable like the electric appliances you use every day, their controls are merely familiar electric switches. The tractors are powered by special Power Packs, with guarantees up to three or five years, depending on the model tractor. "They recharge, via a built-in charger, from any standard household outlet", emphasized
_____.
(Dealer spokesman)

Elec-Trak tractors are also quite versatile. Since they're electric, implements just plug in, as do hedge clippers, a tiller, chain saw. . .even a DC arc welder. All in all, there are over 40 different quiet, clean tools to save time and hassle in doing yard work.

Elec-Trak tractors also have safety interlocks, designed to make using the equipment safer for the whole family. A seat switch cuts power to the drive motor and to attachment motors if the driver dismounts. Only Elec-Trak tractors offer beltless mowers with blades that stop instantly when shut off. "In addition to safety interlocks, Elec-Trak tractor owners don't have to worry about storage of inflammable fuel or hot engines that can cause burns. The fuel supply for an Elec-Trak tractor is the electric plug".

"The only way to get the whole idea about this great way to cut your time and save gasoline is to actually see the tractors at the open house," _____ said. _____ can easily arrange for
(Spokesman) (Name of dealership)
home demonstrations.

_____ is open from _____ to _____ Monday through Saturday. More
(Name of dealership) (time) (time)
information is available by calling them at _____.
(phone)

General Electric Company
Outdoor Power Equipment Operation
Corporations Park, Bldg. 702
Schenectady, N.Y. 12345

