



BUICK

Buick Motor Division, General Motors Corporation
San Francisco Zone 47
39465 Paseo Padre Parkway
Fremont, CA 94538

February 1, 1993

**CERTIFIED MAIL
RETURN RECEIPT REQUESTED**

Signer Buick-Cadillac
38623 Fremont Blvd.
Fremont, California 94536

Attention: Mr. Donald R. Signer, President

You may be aware that General Motors is in the process of updating its marketing plans for each dealer location within the United States. Such planning has always been part of General Motors internal process. Obviously, the timely execution of these plans involves more than GM alone. GM and its dealer organization must operate as partners if our marketing objectives are to be achieved.

Please plan to attend an All-GM Dealer Notification Meeting to be held at the Radisson San Francisco Airport Hotel, 275 South Airport Blvd., So. San Francisco on February 25, 1993 at 1:30 PM. We will be discussing demographic/registration trends and changes in the San Francisco marketing area, which may be important to you in the formulation of your own dealership planning.

Following this meeting, you will be contacted individually to review and discuss specific plans concerning your franchises(s).

Due to the number of dealers expected, attendance is limited to individuals named in Paragraph Third.

Please confirm your attendance by faxing the attached R.S.V.P. to Brenda Carstens at the Zone Office at (510) 498-5321 at your earliest convenience. I am looking forward to seeing you on February 25, 1993.

Very truly yours,

A handwritten signature in cursive script that reads "T. E. Garove".

T. E. Garove
Zone Manager

TEG:bc
attachment
c: Staff
San Francisco SDT

PREMIUM AMERICAN
MOTORCARS