An informal
communication
with our agencies abroad
Year 1959

3

EXPORT SALES INFORMATION

Year 1959 No. 3

EXPORT SALES INFORMATION

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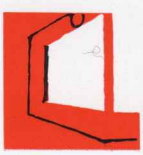
Announcements will no longer be made through circulars.
All material concerning competitors' products is intended exclusively for the personal information of the salesman.
This information may only be used during sales negotiations if the prospect specifically requests it or if it becomes clear from his statements that he is inaccurately informed about the performance of a competitors' product. Please address all letters and photographs to the following address:

Daimler-Benz Aktiengesellschaft – EXO – Stuttgart-Untertürkheim



The new types are now being introduced to the public.

The following pages will describe our new Types L/LP 322, L/LP 327 and L/LP 337 produced by our Mannheim plant (left above) and our Gaggenau plant (above right).

In this connection we will soon publish an interview with the directors of the Mannheim and Gaggenau plants which we hope will give you additional, effective sales promotion material for these three new types.

A Manufacturing Program for every Need

Our expanded manufacturing program includes 11 basic types with 127 variations. A new construction design takes its place alongside the standard cab truck and the cab-over-engine vehicle – the semi-forward control truck. It has been developed to meet the demand for a truck which combines the advantages of the standard cab truck and the cab-over-engine truck. This does not mean that the former models have been deprived of their rightful existence. Three components determine the design of a modern truck:

1. The business man's demand for profitableness and reliability,
2. the driver's claim to a comfortable place of work and safety, and
3. legal restrictions as to weight and dimensions.

To what extent these demands must be combined depends upon the kind of service the vehicle performs over short, medium or long distances. The standard cab and the semi-forward control trucks will always be in demand where it is necessary to transport goods over difficult terrain as, for example, in dumping work in building excavation. The cab-over-engine version will be preferred for bulk freight. What are the advantages of the semi-forward control version?

1. Compared to the standard cab,
more favorable load distribution for the front axles, less overhang, better visibility, considerably more comfort for the driver and co-driver, and a larger, modern cab interior.

2. Compared to the cab-over-engine,
still better engine insulation against noise and heat, easier accessibility to engine, a through co-driver's seat, and unbroken floor board.

Introducing:

Semi-forward control truck type L 322*
Cab-over-engine type LP 322*

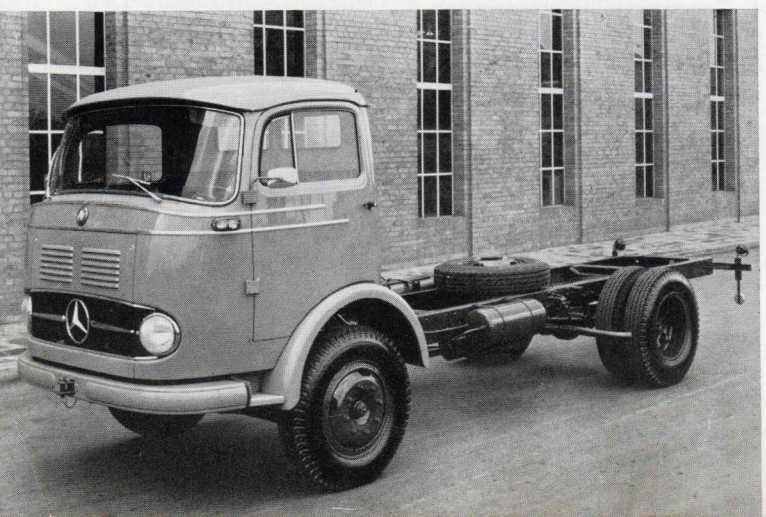
Engine:	OM 321 with 120 gr HP
Gear box:	Baulked synchromesh, 5 speeds
Rear axle:	Hypoid gearing
Front axle:	Knuckle yoke axle
Brakes:	Four-wheel hydraulic brake with single chamber air booster Pistol grip hand brake acting on rear wheels Exhaust brake upon special request

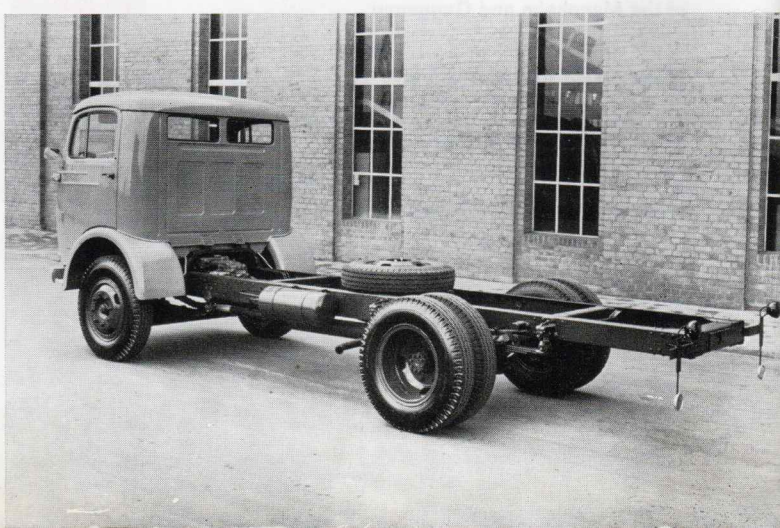
	L 322	LP 322
Front axle load:	7 500 lbs	7 500 lbs
Rear axle load:	15 875 lbs	15 875 lbs
Total weight:	23 175 lbs	23 175 lbs

Steering: DB re-circulating ball type with horn and signal ring on the three-spoke steering wheel

The LA 322, which will be series produced somewhat later, is equipped with a transfer case that has a double-acting free-wheeling unit. When the rear wheel slip exceeds approximately 2%, whether the open-country gear of the transfer case is engaged or not, the four-wheel drive automatically takes effect. Moreover, all torsion in the four-wheel drive is eliminated whether driving over rough terrain or in curves.

* Detailed specifications are found in the supplement to the Sales manual.





Semi-forward control truck type L 327*
Cab-over-engine type LP 327*

Engine:	OM 321 with 120 gr HP
Gear box:	Baulked synchromesh, 5 speeds
Rear axle:	Hypoid gearing; two-speed reduction with pneumatic control, reduction ratio 1 : 1.4 upon special request; differential lock with pneumatic control also upon special request
Front axle:	Knuckle yoke axle
Brakes:	Four-wheel hydraulic with single chamber air booster, ratchet type pistol grip handbrake on rear wheels; exhaust brake
Front axle load:	8820 lbs
Rear axle load:	17640 lbs
Total weight:	26460 lbs
Steering:	DB re-circulating ball type with horn and signal ring on three-spoke steering wheel

* The specifications for L and LP are identical.

Semi-forward control truck type L 337*
Cap-over-engine type 337*

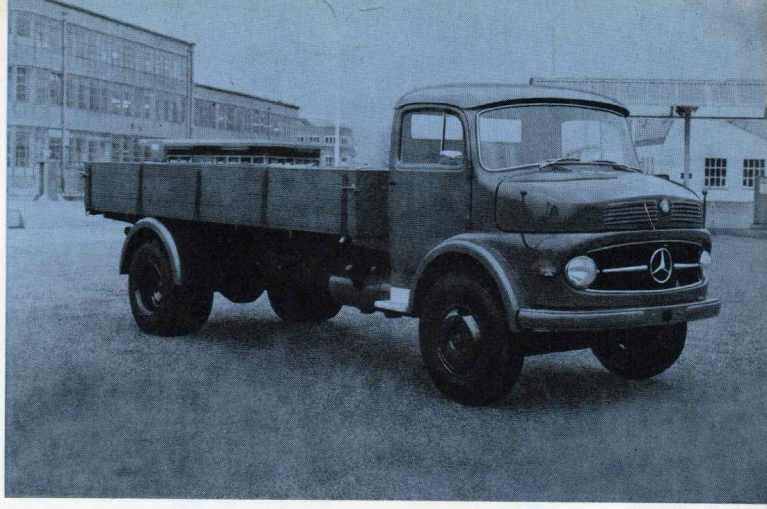
Engine:	OM 326 with 190 gr HP
Gear box:	Baulked synchromesh, 5 speeds
Rear axle	Hypoid gearing, series two-speed reduction with pneumatic control, reduction ratio 1 : 1.4; differential lock with pneumatic control upon special request
Front axle:	Knuckle yoke axle
Brakes:	Four-wheel hydraulic with single chamber air booster, ratchet type pistol grip handbrake on rear wheels; exhaust brake
Front axle load:	8820 lbs
Rear axle load:	17640 lbs
Total weight:	26460 lbs
Steering:	DB re-circulating ball type with horn and signal ring on three-spoke steering wheel

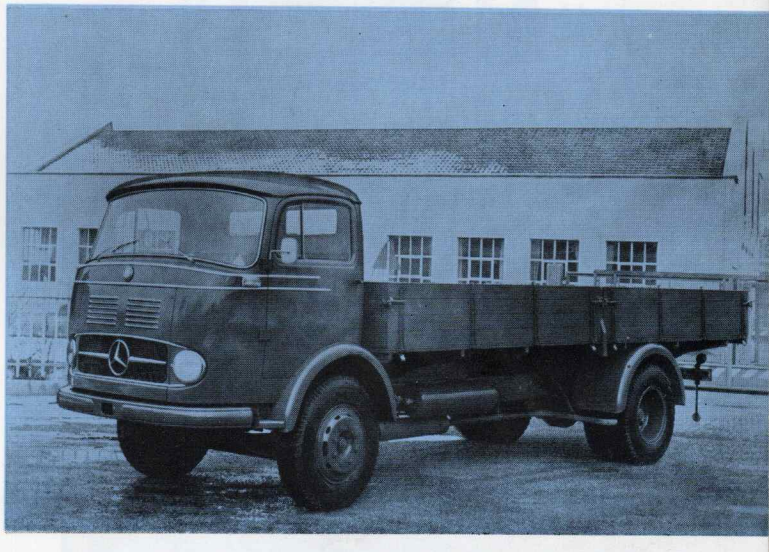
* The specifications for L and LP are identical.

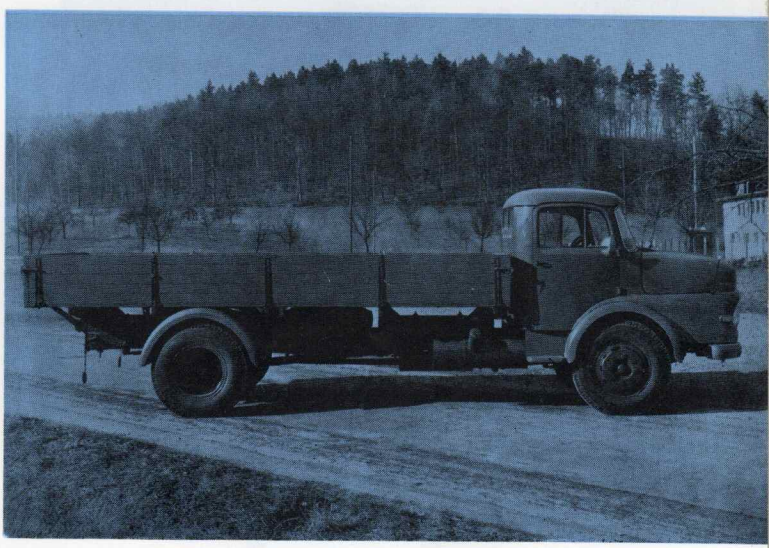
By illustrating the L 322 and the LP 322 we are giving you the characteristic differences between our new L- und LP vehicles to be applied to the various wheel bases:

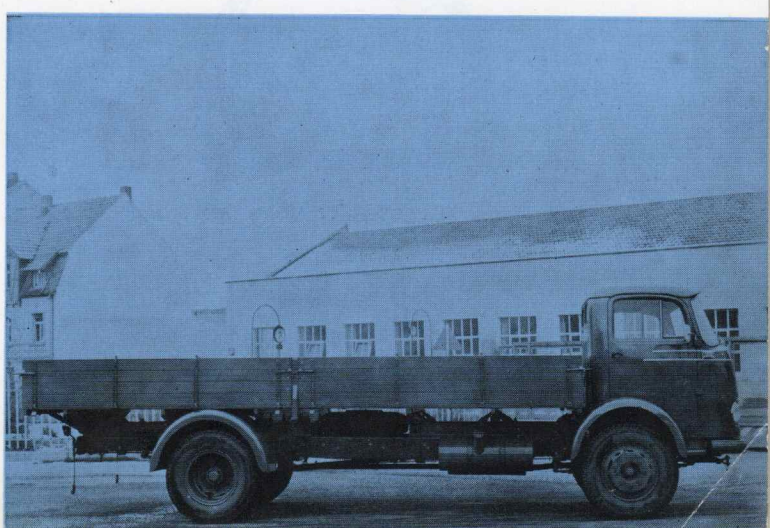
Type	Platform length in ins.	Total length in ins.
L 322/36	149 5/8"	241 9/16"
L 322/42	177 1/8"	269 1/8"
L 322/48	216 9/16"	308 7/16
LP 322/32	177 1/8"	248 7/16"
LP 322/36	216 9/16"	287 13/16"
LP 322/42	242 1/8"	317 5/16"

From the table you can see that the types with the same platform measurements, namely the LP 322/32 and the L 322/42 wih 177 1/8" platforms and the types LP 322/36 and L 322/48 with platforms of 216 4/16", differ only 20 15/32" in their overall lenghts.









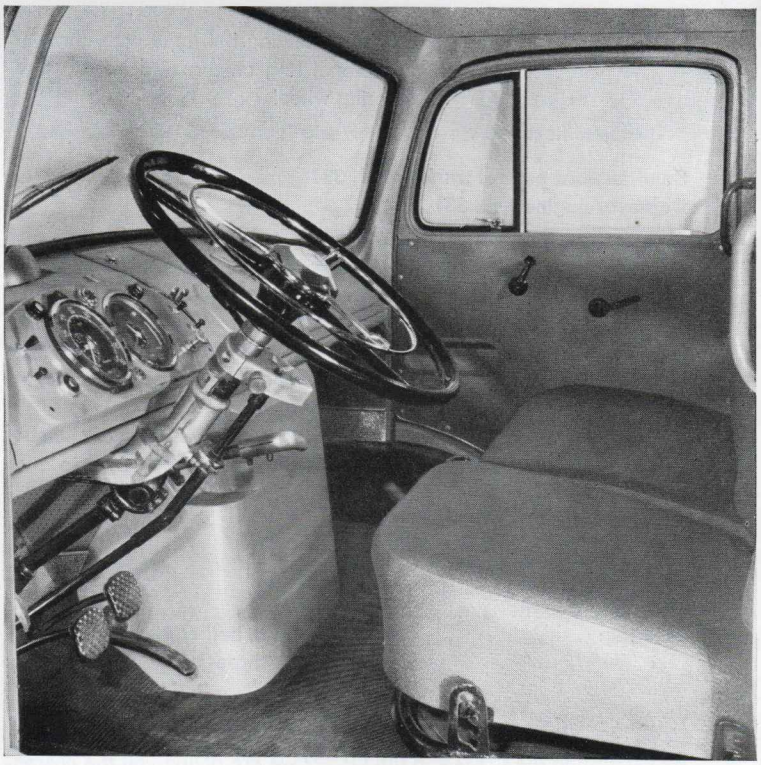
Noteworthy designing features which are particularly important for sales talks*

Driver's cab

All three of the new types have the new driver's cab. There are, of course, slight deviations because of the engine length. The driver's cab of the LP versions is already known to you from the LP 321. These cabs approach passenger car standards in their construction and fittings.

The interior of the L 321 has 116 cu. ft.; the new cab of the L 322 has 134 cu. ft.

The field of vision has been enlarged by 40 %, having 9,7 sq.ft. The large, convex panorama windshield is made of toughened safety glass. Laminated safety glass is also available upon special request. In heavy city traffic the driver will be particularly grateful for the



considerably enlarged field of vision. In the rear wall of the driver's cab there are two more windows, also of toughened safety glass.

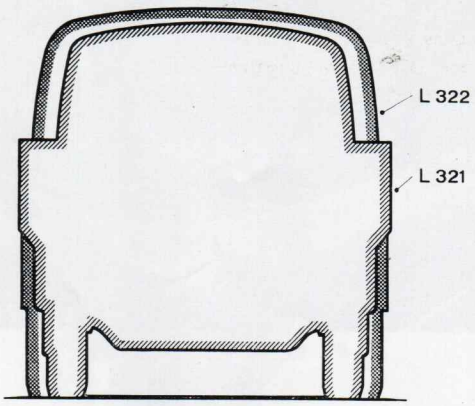
The all steel construction of the L-types in noteworthy. The steel section frame is sheet metal, panelled and welded. Venti-panes and roll-down windows are part of the all steel doors which open toward the front. The driver's cab with cowl is suspended at 4 points, in front on two rubber cups and in the rear on two rubber pads. The alligator hood can be opened approximately 90° allowing excellent accessibility to

* We have omitted details about the various parts of the vehicle such as the front axles, springs, frames and brakes because you have received sales talk data about them in previous publications. Again we refer you to our Sales Manual.

all engine aggregates. The headlights and direction signal lights are built into the sides of the hood, as are the rubber-mounted clearance rods.

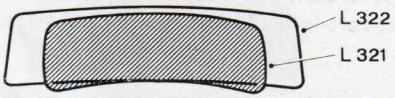
The interior upholstering has been extremely well planned, achieving, first of all, a nearly perfect heat and noise insulation. The middle engine space is lined with a heavy layer of rock wool and perforated sheet metal. The floor board is covered with rubber matting glued over a layer of felt to the floor. The roof ist insulated with foam rubber and covered with perforated, washable leatherette.

An excellent, efficient heating and ventilation system keeps the cab comfortable regardless of weather conditions. The water heat ex-

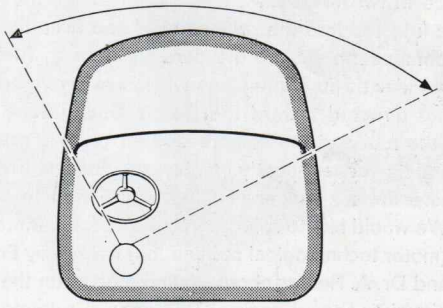


Enclosed space

For comparison the interior of the LP driver's cab



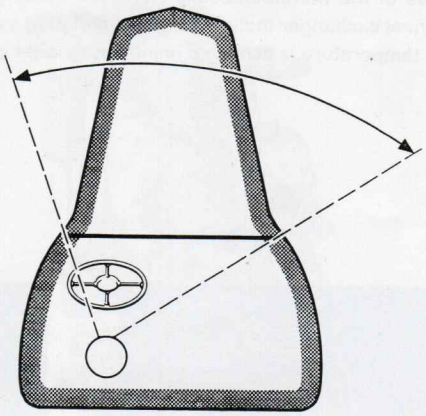
Wind shield



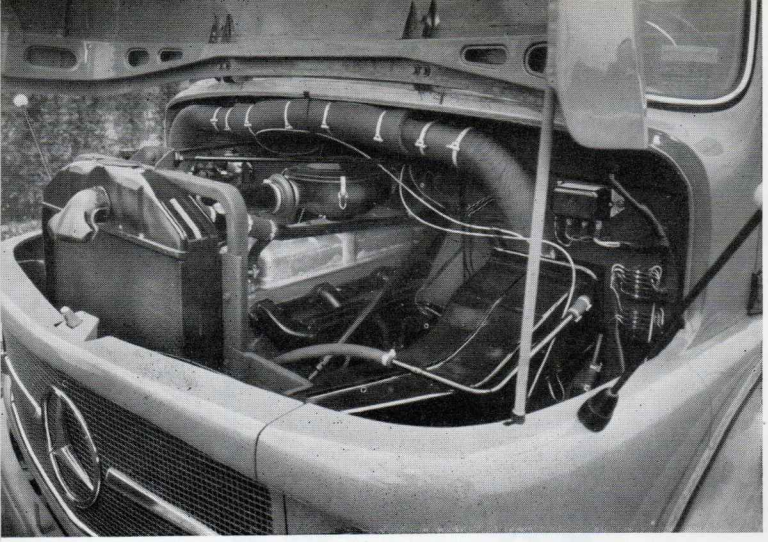
L 322 Field of vision appr. 88°

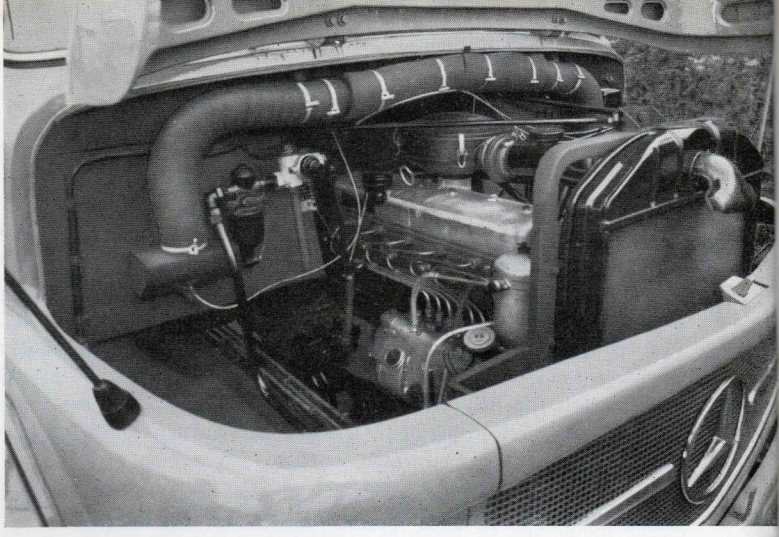
changer, blower motor and air distributor are assembled in the heating unit next to the engine. The warm or fresh air can be conducted to the driver or co-driver floorboard and entirely or partially to the windshield. There are also two flaps over the windshield for additional ventilation.

The arrangement and appointment of the driver's cab leaves nothing to be desired. This is further evidenced by the driver's padded sunshade (sunshade for co-driver upon special request), a 23 sq.ins. rectangular rear view mirror on either side, a large light with two tubular lamps over the windshield, a large, roomy glove compartment, a pocket in each door, two ashtrays, hand grips left and right next to the seat backrests and on the dashboard. The hinged instrument panel



L 321 Field of vision appr. 70°





is located on the left side of the dashboard and can be opened for quick access to shaft and cable connections. The windshield washer unit and fuses are located in the middle part, which also opens up.

Engine

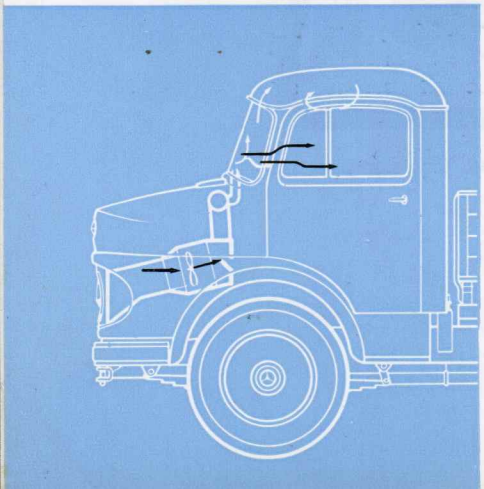
The sales arguments for our Diesel engines seem so important to us that we would like to summarize them again. First of all, emphasis should be placed on one of Mercedes Benz' typical features, the pre-chamber uniflow combustion system. This procedure insures extremely intensive swirling together of fuel and compressed air. Combustion takes place in two stages. At the moment of greatest compression, the fuel is injected into the pre-chamber and fired by the heated air. This pre-combustion causes the partially burning fuel to be swirled into the cylinder through openings which are arranged in crown form and are not directed toward the piston. Such intensive swirling together of the fuel and the compressed air gives a residue-free combustion and is, consequently, highly economical. This is also the reason there are no cancer causing ingredients to be found in the exhaust. We would like to refer you to the special printed excerpt from the MTZ (motor technological publication) written by Engineer A. Marterstock and Dr. A. Reuter about research done on the exhaust gases of a pre-chamber Diesel engine. This special printing is available in German, English, French and Spanish and we would be very happy to send copies to you upon request.

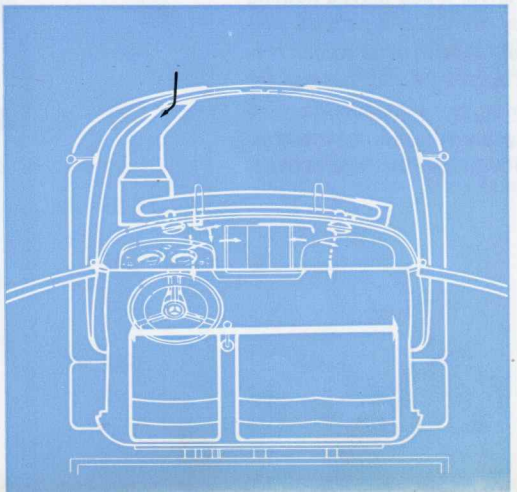
There are three basic reasons why the Mercedes-Benz Diesel engine has such exceptional longevity.

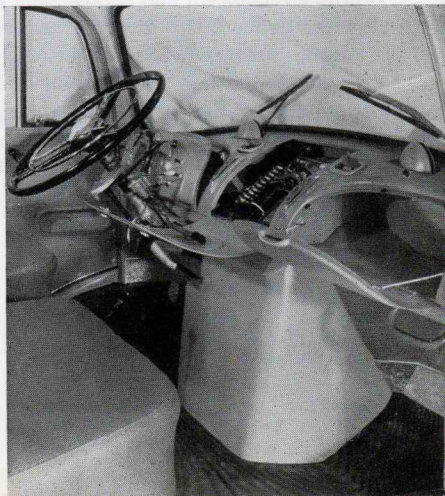
1. Because of the thermostatically regulated cooling system and the oil-water heat exchanger included in the circulation system, the correct operation temperature is achieved immediately after starting and constantly maintained regardless of operation. In other words, when the cold engine is started, the thermostat cuts off the radiator from the water circulatory system. The relatively small filling capacity of the engine's cooling jacket heats then very quickly. The oil pipes are coiled in the circulation system. The large surface of these pipes gives a constant heat balance between the cooling water and the lube oil. When starting, the oil is very quickly warmed and, during continuous full payload operation, is evenly cooled. Thereby, the oil is kept at its best consistency and, at the same time, best lubrication level.

2. The self ignition by the compressed air, characteristic of a Diesel engine, makes it necessary that the fuel be injected at the moment of peak compression. This automatically eliminates fuel condensation on the cylinder wall as occurs in the case of a gasoline engine, for example. Washing away of the oil film on the cylinder wall and corrosion, then, does not occur.

3. Because of the fact that the crankshaft runs on seven bearings of generous dimension, the bearings are subjected to a very low specific pressure. Moreover, the resistance of the three-layer bearing compared to the lead-bronze bearing is greater because it allows less friction and, therefore, produces less heat. The steel shell has a lead-bronze coating which is separated from the lead-indium contact layer by a layer of nickel. It is characteristic for indium, if the oil film should become broken, that it turns to liquid and produces a certain lubrication effect. The nickel separation layer eliminates the possibility of a chemical reaction between the lead-indium and the lead-bronze. A large vibration damper on the crankshaft makes sure of vibration free running. In addition, the engine is supported by four thick rubber pads in the frame so that there is very little carry-over vibration.

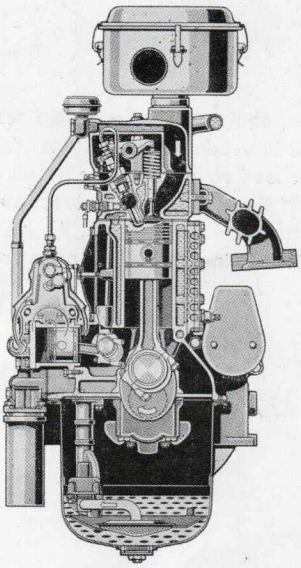




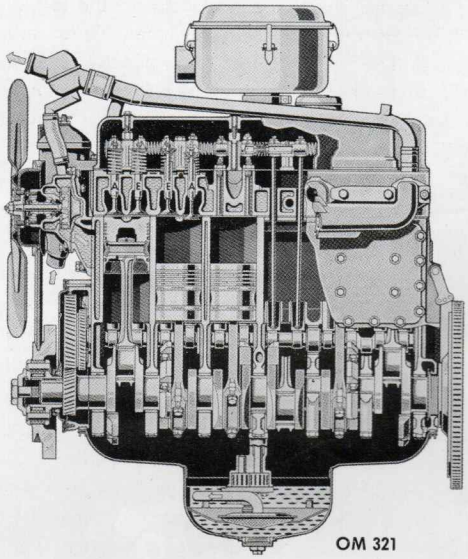


Transmission

The new types are series delivered with the modern G 32 baulked synchromesh transmission. The term "baulked" stems from the gear lock in the synchronizing ring which allows shifting only when synchronization is complete. Here is also a significant point of comparison to the normal synchronized transmission, because, even when skipping speeds in shifting, the synchronization is flawless with no chance of damage. This is the way it works: By manipulation of the gearshift, a dog-type sleeve is moved aside which allows the parts of the transmission to be engaged to come into contact with each other via a small friction clutch or cone clutch. This pre-engaging locks the synchronizing ring, allowing the transmission parts to move forward or backward until both parts are fully synchronized.



OM 321



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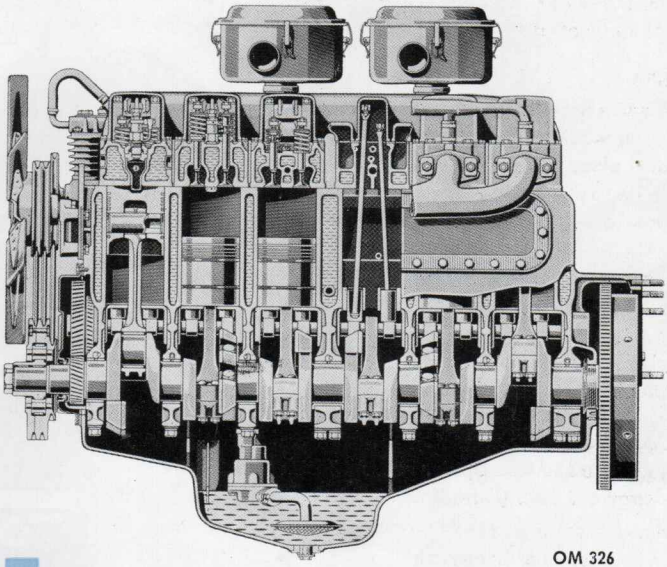
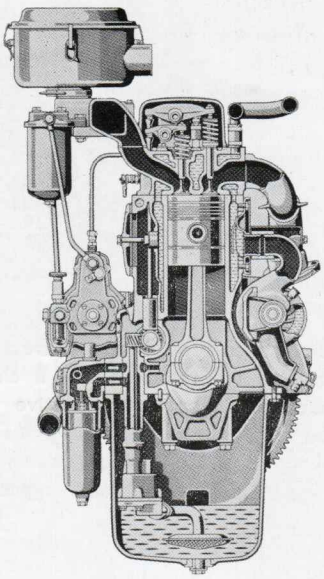


OM 326

The gear lock assures that the clutch dogs mesh only after full synchronism. has been achieved.



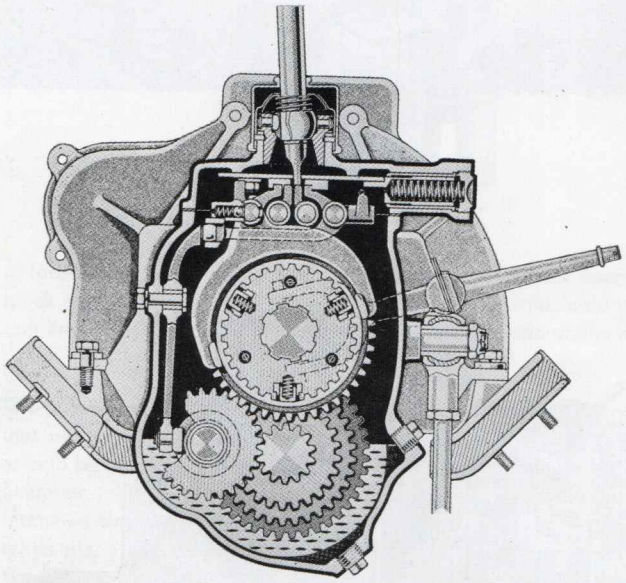
OM 326

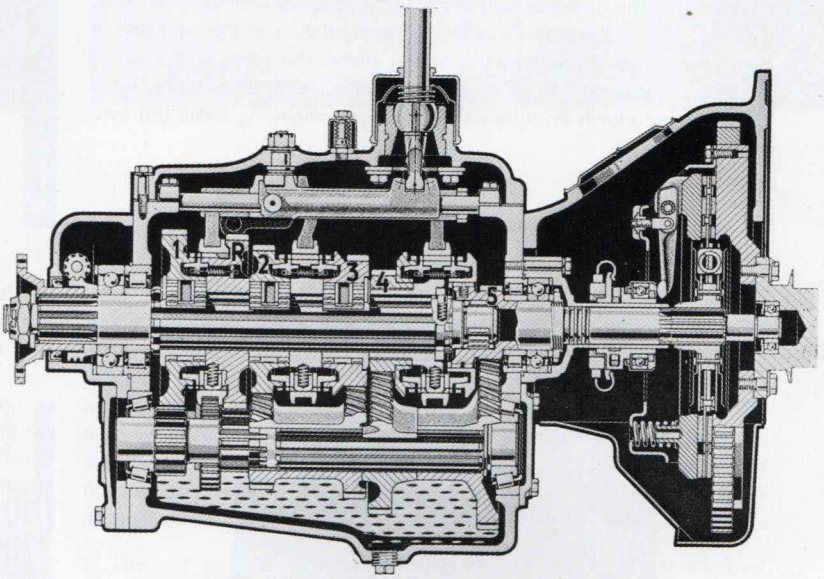
Rear axle:

All of the new series vehicles have the Hypoid drive. The easiest way to explain it would be: Move the drive pinion up parallel with the middle-line of the crown wheel. Then, its contact surface on the ring gear and its diameter become greater. In this way, a lower specific pressure and a stabler construction have been achieved, again to the benefit of longevity. This is a tubular rear axle. In other words, it consists of a center part with pressed in steel tubes.

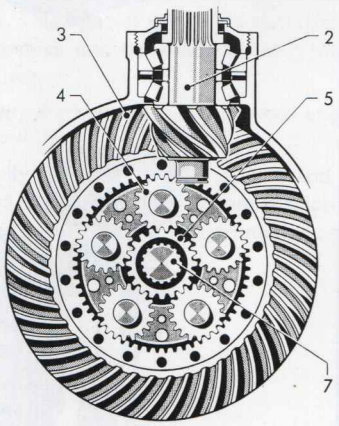
We refer to this axle, equipped with epicyclic gear trains, as a two-speed reduction axle. The reduction ratio ist 1:1.4. This planetary gear is shifted by compressed air so that when in direct gear the whole assembly rotates and there is no power loss from friction as is the case with conventional two-speed axles. As previously mentioned, the two-speed axle is built into the L 337 on the production line and is available for the L 327 upon special request. Because the speeds of the 5-gear transmission are rated so that a change of the rear axle reduction ratios produces the respective intermediate gear ratio, there will be a total of 10 speeds through the help of the planetary gear. This makes it possible to adjust exactly the gear speed to the driving resistance at the most favorable engine speed range. The shifting ease of the planetary gear without using the clutch is particularly noteworthy. A further increase in operation possibilities, particularly in open terrain or at excavation pits, can be achieved by the installation of a differential lock which is also operated by compressed air for the types L 327 and L 337 upon special request.

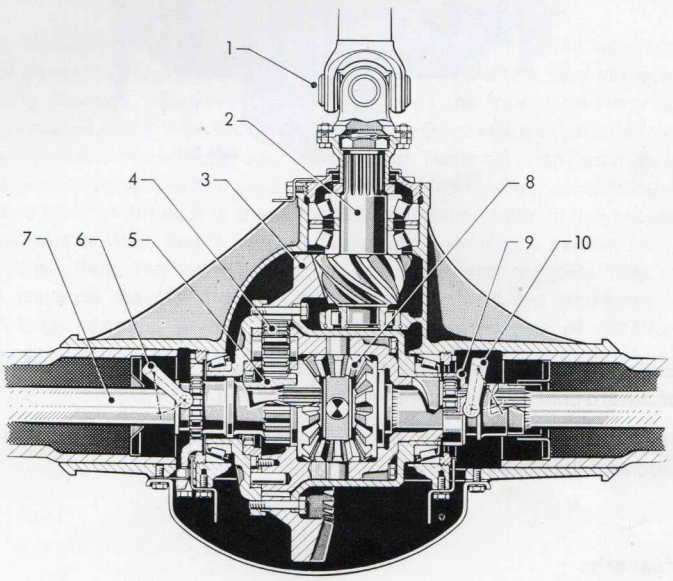
And, what is a planetary gear or rotating gear? The planetary gear consists of a sun pinion, the planetary pinions, and an outer gear. The drive results via the internal gearing of the crown wheel. If the sun pinion is arrested, the planetary pinions mesh with the sun pinion. The drive goes via the pins of the planetary pinions to the differential. The advantages of the planetary drive: Compact, all gear wheels mesh, no loss in bearing power, and favorable, centralized construction.





1 Universal joint 2 Bevel drive gear 3 Ring gear 4 Planetary gears
5 Sun gear (disconnectable) 6 Throwout lever (planetary gear)
7 Rear axle shaft 8 Spider gears 9 Differential lock
10 Throwout lever (Differential lock)



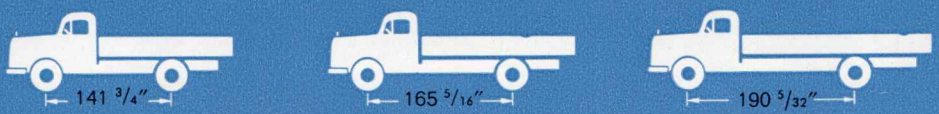


Produktion Program of our Gaggenau and Mannheim Plants*

The Export-Sales-Information carries a complete survey of the new Daimler-Benz AG truck production program. At the same thime, we must urgently request that you make an effort to keep customers' demands within the many variations offered. The Daimler-Benz AG has concentrated great emphasis on producing a production program capable of meeting the varying requirements all over the world. You will, then, surely concentrate on recommending the series vehicles to your customers first. After all, the prize awards are actually dependent upon this kind of concentration.

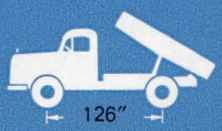
* Those models printed in red are not yet available. Concerning their availability we shall inform you at a later date.

L 312



Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,750 lbs

LK 312

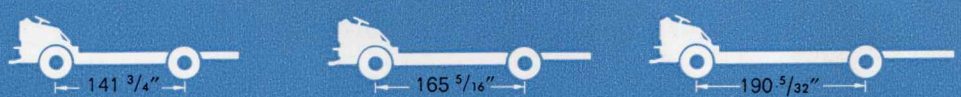


Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,750 lbs

LS 312

Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,750 lbs

LP 312



Permissable loads: front axle 6,175 lbs · rear axle 13,675 lbs · total 18,750 lbs

LPS 312

Permissable loads: front axle 6,175 lbs · rear axle 13,675 lbs · total 18,750 lbs

LA 312

Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,750 lbs

LAK 312

Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,975 lbs

LAS 312

Permissable loads: front axle 5,850 lbs · rear axle 13,675 lbs · total 18,750 lbs

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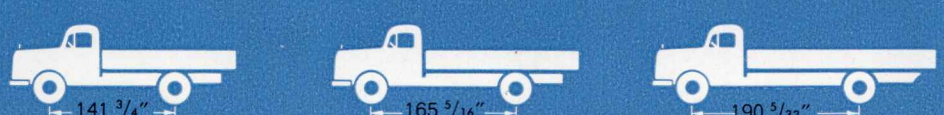
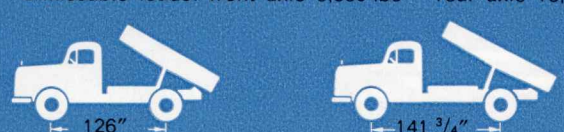
L 321



Permissable loads: front axle 5,850 lbs · rear axle 15,000 lbs · total 20,850 lbs

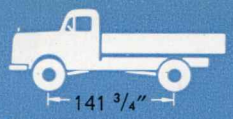
LK 321

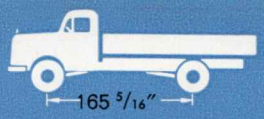


Permissable loads: front axle 5,850 lbs · rear axle 15,000 lbs · total 20,850 lbs

LS 321

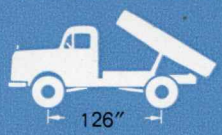
LA 321

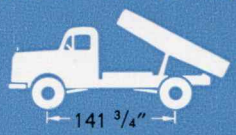




Permissable loads: front axle 6,175 lbs · rear axle 15,000 lbs · total 20,850 lbs

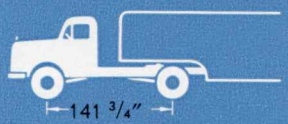
LAK 321





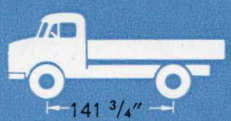
Permissable loads: front axle 6,175 lbs · rear axle 15,000 lbs · total 20,850 lbs

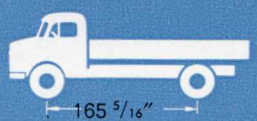
LAS 321

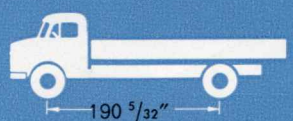


Permissable loads: front axle 6,175 lbs · rear axle 15,000 lbs · total 20,850 lbs

L 322





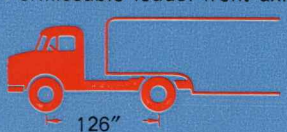


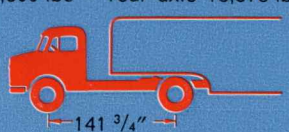
Permissable loads: front axle 7,500 lbs · rear axle 15,875 lbs · total 23,175 lbs

LK 322

Permissable loads: front axle 7,500 lbs · rear axle 15,875 lbs · total 23,175 lbs

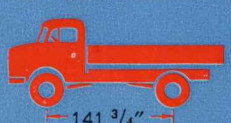
LS 322

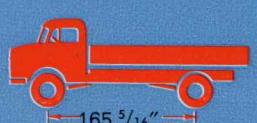




Permissable loads: front axle 7,500 lbs · rear axle 15,875 lbs · total 23,175 lbs

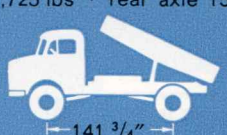
LA 322





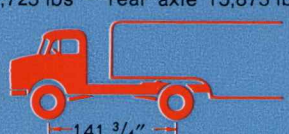
Permissable loads: front axle 7,725 lbs · rear axle 15,875 lbs · total 23,175 lbs

LAK 322



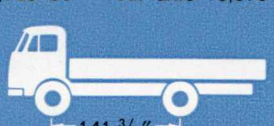
Permissable loads: front axle 7,725 lbs · rear axle 15,875 lbs · total 23,175 lbs

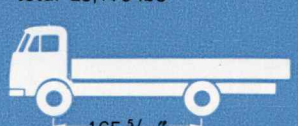
LAS 322

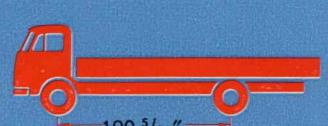


Permissable loads: front axle 7,725 lbs · rear axle 15,875 lbs · total 23,175 lbs

LP 322

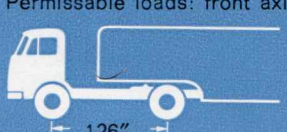


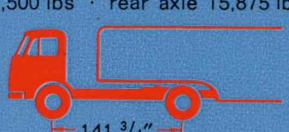




Permissable loads: front axle 7,500 lbs · rear axle 15,875 lbs · total 23,175 lbs

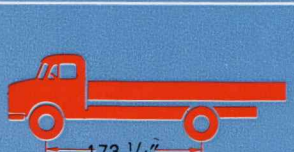
LPS 322

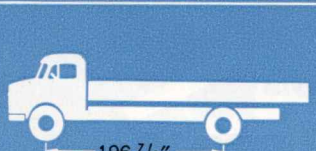




Permissable loads: front axle 7,500 lbs · rear axle 15,875 lbs · total 23,175 lbs

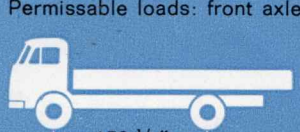
L 327





Permissable loads: front axle 8,820 lbs · rear axle 17,640 lbs · total 26,460 lbs

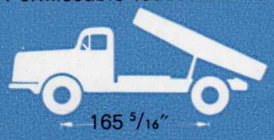
LP 327



L 330

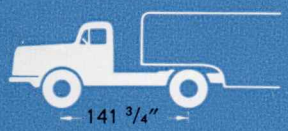
Permissable loads: front axle 9,470 lbs · rear axle 19,600 lbs · total 28,640 lbs

LK 330



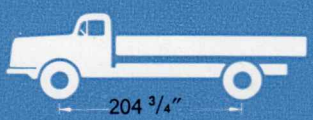
Permissable loads: front axle 9,470 lbs · rear axle 19,600 lbs · total 28,640 lbs

LS 330



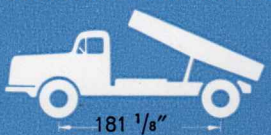
Permissable loads: front axle 9,470 lbs · rear axle 19,600 lbs · total 28,640 lbs

L 331



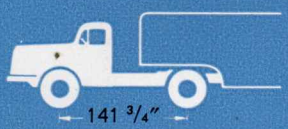
Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LK 331



Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LS 331



Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LA 331

Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LAK 331

Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

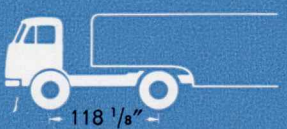
LAS 331

Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LP 331

Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

LPS 331



Permissable loads: front axle 11,025 lbs · rear axle 22,050 lbs · total 33,075 lbs

L 332

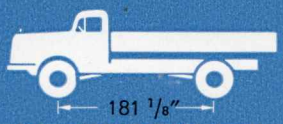
Permissable loads: front axle 11,025 lbs · rear axle 28,665 lbs · total 39,690 lbs

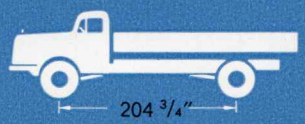
LK 332

LS 332

Permissable loads: front axle 11,025 lbs · rear axle 28,665 lbs · total 39,690 lbs

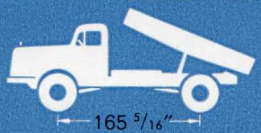
LA 332





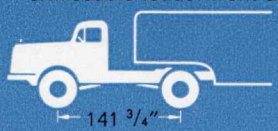
Permissable loads: front axle 11,025 lbs · rear axle 28,665 lbs · total 39,690 lbs

LAK 332



Permissable loads: front axle 11,025 lbs · rear axle 28,665 lbs · total 39,690 lbs

LAS 332



Permissable loads: front axle 11,025 lbs · rear axle 28,665 lbs · total 39,690 lbs

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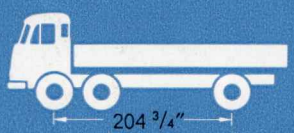
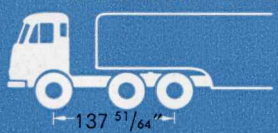
LP 333



Permissable loads: front axle 22,050 lbs · rear axle 27,560 lbs · total 67,110 lbs

LPS 333



Permissable loads: front axle 17,600 lbs · rear axle 17,600 lbs · total 35,200 lbs

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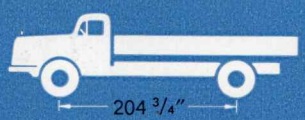
L 334



Permissable loads: front axle 13,230 lbs · rear axle 28,665 lbs · total 41,895 lbs

LK 334

Permissable loads: front axle 13,230 lbs · rear axle 28,665 lbs · total 41,895 lbs

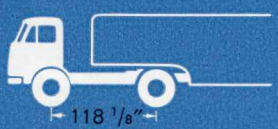
LS 334

Permissable loads: front axle 13,230 lbs · rear axle 28,665 lbs · total 41,895 lbs

LP 334

Permissable loads: front axle 13,230 lbs · rear axle 28,665 lbs · total 41,895 lbs

LPS 334



Permissable loads: front axle 13,230 lbs · rear axle 28,665 lbs · total 41,895 lbs

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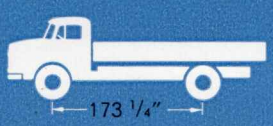
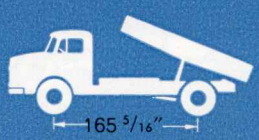
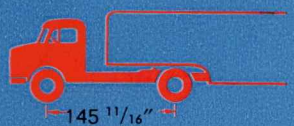
L/LK 337

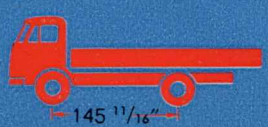


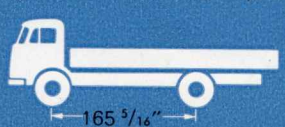


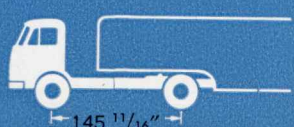


Permissable loads: front axle 8,820 lbs · rear axle 17,640 lbs · total 26,460 lbs

LP 337







Diesel Engeins in Luxury Yachts

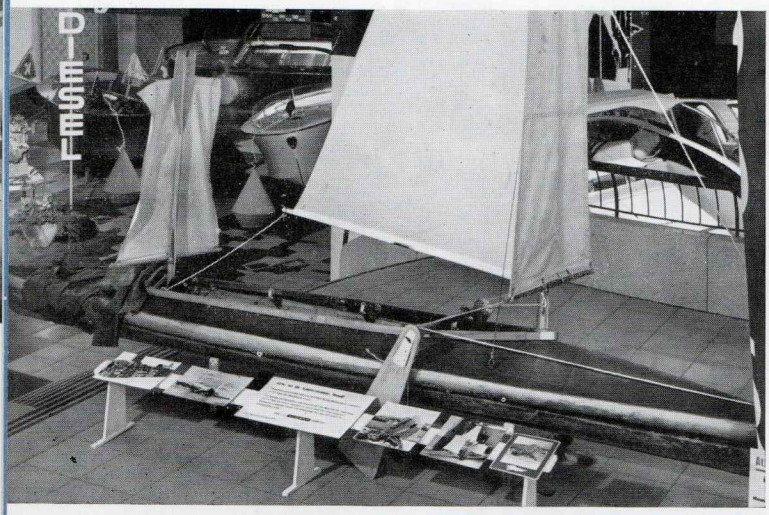
New sales oppurtunities – Switzerland shows the way

We have previously mentioned that Diesel engines are being built into yachts and boats. In our first Sales Information of 1959, we ran a picture of the yacht Kamalii, built in California. Today, we want to follow up with a report on the 6th Swiss Motor Boat Show in Zurich which featured international entries.

Engines are to be sold

We had heard that our Zurich Mercedes-Benz agency was also represented at the 6th Swiss Motor Boat Show. So, before taking a look at the exhibition to find features which would make good reading for you, we talked with our representative, Mr. Saath. What he has to say will interest you, too.

General Director Dr. Koenecke recently said that inspite of all difficulties, the Daimler-Benz AG can look forward to the future optimistically. Referring to this statement, Mr. Saath agrees that automobile sales recently have developed very satisfactorily everywhere. But, he points out, it might be very profitable, too, if we gave more thought to the selling of engines. In his opinion, engine selling is a worthwhile additional business whether it is to balance unpredictably lower car sales or not.



Pointing to his experience in Switzerland, Mr. Saath proudly lists sales successes over the past few years. In 1950, one engine was sold worth 1,800 US dollars. Sales picked up, and in 1958 there were 590 engines sold totalling 1,080,000 US dollars.

As is frequently the case, the beginning was not easy. At first it seemed rather a problem to popularize the Diesel engine and to acquaint the public with it. But, Mr. Saath emphasizes, he is very glad he started doing so as early as 1950. Today, selling engines plays a very important and profitable role in his agency.

Mr. Saath was good enough to pass his experience on. Here is what he suggests for anyone interested in promoting the sale of engines: "Diesel engines are used for many purposes and there are almost as many ways of promoting their sale. I find it excellent that the editors of the Sales Information are investigating these various possibilities this year. Building Diesel engines into luxury boats, official boats like those of the police, and disaster units represent just one small area of work, although an important one. Once you have become successful in this stage of selling, it is no problem whatsoever to establish connections with the builder of freighters, of sand and dredge boats and the like. Moving on from there, you will soon find yourself in touch with other firms, maybe those manufacturing excavators, for example."

Mr. Saath summarized simply. "You know", he said, "the most important thing is that you start sometime and somewhere with your pitch."

Here's the way he went about it. "At first, we systematically established contact with every boat manufacturer in Switzerland. We drove our point home about Diesel engines by emphasizing how little risk of fire there is on a boat powered with this type engine. We mentioned the saving on fuel costs, explained how safely these engines are operated and how they are renowned for their sturdiness. Of course, because it was new to them, most of the people we contacted were quite sceptical at first." Far from being discouraged, Mr. Saath and his staff doubled their efforts. They approached the difficulties methodically: "Every objection raised against Diesel engines was carefully considered and countered. "Finally," he said, "we took the risk upon our own and had a large cabin cruiser built equipped with a Diesel engine. You will see the "ISiS", as she is called, later at the exhibition. And, you will also not fail to notice how much attention she attracts.

The opening of the Motor Boat Show

Hundreds of prospective boating enthusiasts from Switzerland, Germany and Italy were greeted by brilliant sunshine as they milled about expectantly in front of Zurich's Congress Hall before opening time. Once admitted, they didn't wait for the official ceremonies but immediately pressed boatmen for prices, engines and interior equipment. Agents at the Mercedes-Benz stand were kept busy removing floor plates from the crafts because the people wanted to know exactly how the engines were installed and what they looked like.

Dr. Lindemann's Klepper collapsible boat was put on exhibit right at the entrance – the tiny shell in which the doctor took 72 days to cross the Atlantic Ocean. Taking a second look, we decided we wouldn't even want to cross Lake Zurich in it. Most onlookers must have felt the same way, but their boating contemplations were comforted by today's models nearby.

Adressing an international crowd of correspondents, Mr. Herzog, President of Switzerland's association of boat makers, proudly pointed to the fact that the Zurich show now ranks second among its kind in Europe. This 6th Zurich show featured international entries for the first time, and there were 120 yachts among the boats exhibited. (The picture gives an overall view of the exhibition.) Swiss boats, Mr. Herzog made known, have been exported to almost every country in the world during recent years. More power and safer engines, he predicts, will characterize boats and guarantee greater sales.

Zurich's City President, Mr. Landolt, opened the show by reaffirming the friendship existing between the city of Zurich and the boat manufacturers. He stressed the fact that it seemed highly laudible to him that boat makers, inspite of being competitors, exchange experiences, tend to push technical progress along the same line and, finally, have joint exhibitions. Thus, Mr. Landolt stated, every customer can be

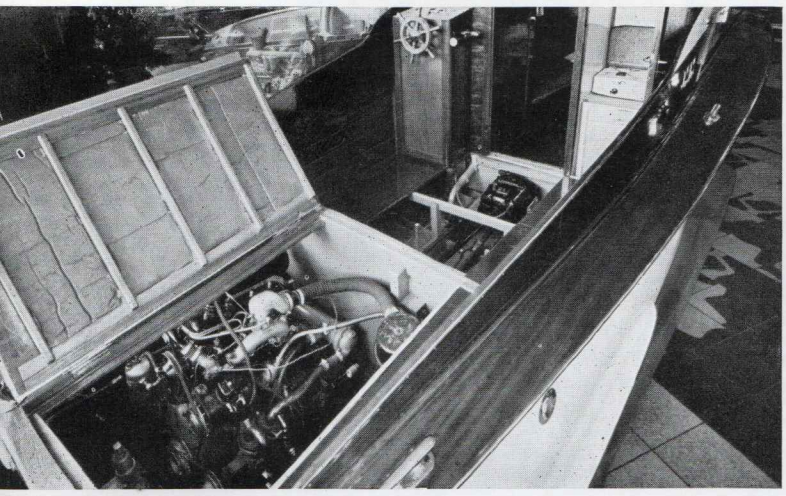
sure of highly advanced design. "Some buyers might be disappointed though," he jested, "that the two pretty sweep-stake sales girls here aren't included in the purchase of a boat."

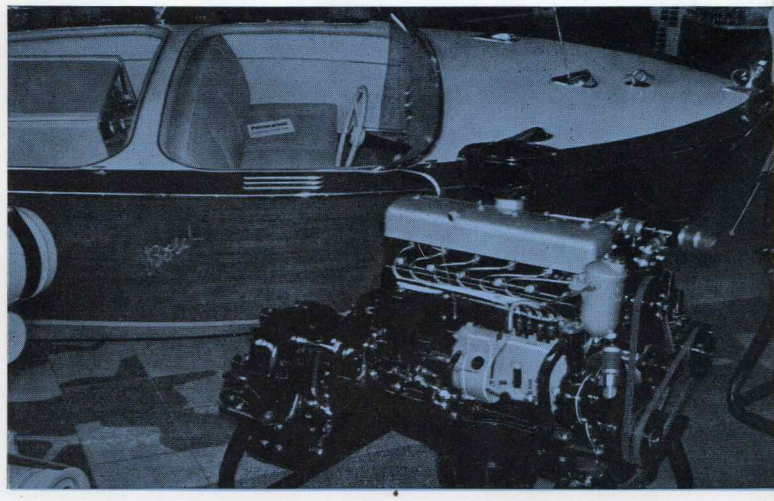
An optimistic forecast for boat and engine makers was made by Mr. Flucht, Managing Editor of Motorboot (Motor Boat) magazine. He called attention to the fast growing number of boats being built all over Europe and particularly in the European Nordic states. Mr. Flucht reflected upon motor boat development and stated that it was during the deplorable Second World War that even the non-aggressive nations were forced to push motor boat construction and to acquire what could almost be called technical perfection. Advanced design from the days of the war are utilized today for peacetime boats and yachts.

A bit more prudent than the average visitor, we waited until the ceremony was over before making our "bummel" through the show. "ISIS" we found at once very attractive. Her unusually distinctive appearance caused us to ask about standardization in European boat building. Mr. Fuerst, partner of the Romanshorn Shipyard at the Lake of Constance answered negatively. "We will soon be forced to build less expensive boats, however, in order to reach more prospective customers," he said.

Mr. Fuerst comes from an old boat builder's family, and he not only builds yachts but also boats for various government services. He chooses the boat engines after having carefully considered both the desires of the customer and the use of the boat. There are engine experts who have warned him for years against installing Diesel engines into his boats, particularly not into cabin cruisers. No wonder the Mercedes-Benz representatives first approached a very sceptical Mr. Fuerst. Yet, his experience with the OM 636 has surpassed all expectations. Now, he is sure that Diesel engines run just as quietly on the water as gasoline engines, their exhaust fumes are neither stronger nor more unpleasant than from gasoline engines, and, Mr. Fuerst is convinced that Diesel engines in boats mean greater safety. In the past, several yachts have caught on fire on the Lake of Constance inspite of their precautious engine installation.

It is only natural that a yacht owner does not want a visible engine. Thus, the engine has to be covered, and that increases the danger of fire. As Mr. Fuerst sees it, economy is also a factor in favor of Diesel engines. Most customers, he stresses, consider the purchase of a boat a once in-a-lifetime affair. Yet, they are aware of its maintenance costs. This type of customer is easily convinced of the advantages of installing a Diesel engine.



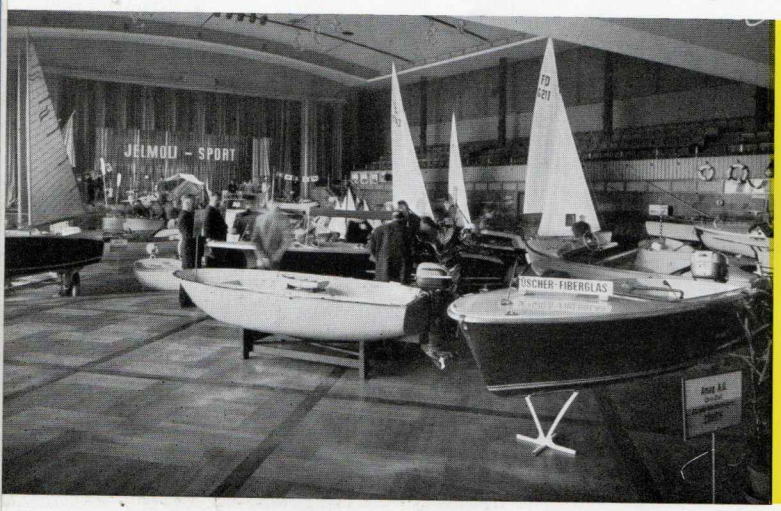


So far, Mr. Fuerst has never series produced boats. Every one of his boats is custom built. At the present time he considers series building too risky because of the storage problems presented by wood deterioration in water. Also, there is the danger of a model becoming out-dated. Nevertheless, he is prepared to standardize certain parts so that a lower price can be fixed for a standard boat.

Large cabin cruisers in Switzerland today cost between 25,000 and 35.000 Swiss Francs. Large yachts between 33-39 ft. long cost from 50,000 to 100,000 Swiss Francs, depending upon outfitting. The standardized boat of the future, to be equipped with an tarpaulin roof cover, will probably cost about 15,000 Swiss Francs. As we said goodbye, Mr. Fuerst emphasized again that low maintenance costs are an important feature in a boat's favor. In Switzerland, for example, the boat undergoes official inspection once a year for a fee of 20 Swiss Francs.

or Switzerland. "The sale of boats does not depend on inshore lake facilities," he stressed. "We export to almost every country, as you heard in today's opening speeches. And, we hear from our colleagues overseas again and again how the motor boat business is flourishing. After years of austerity, everyone strives for that amount of luxury he can afford. For instance, take the people interested in our "ISIS" cruiser here. There are many people looking her over closely who cannot afford the ship at the time being.

Considering lower income groups' desires, other boat types are being built. Mr. Boesch says, "We are building boats for a lower purchase price with lower upkeep costs. Take our boat type 500 D with a Mercedes-Benz Diesel engine OM 636, for instance. We priced it at 12,800 Swiss Francs and for upkeep you need another 500 Francs a year. Of courso, fuel is not included. But, as you know. Diesel fuel is very inexpensive anywhere in the world."



It turns out that larger shipyards in Switzerland are standardizing. "A certain amount of standardization came about with the 500 D boat," Mr. Boesch explains. "Since last year we have been able to cut prices by 20 to 30 percent. We even standardize part of the interior equipment. Of course, there we leave the customer a certain amount of choice. As with automobiles, he may select various colors for the upholstery, for the control platform, and the like." Mr. Boesch made it clear that in Europe, as in the U.S., it's not only the millionaire or even the very wealthy man who enjoys motor boating today. "We count many executives, merchants, medical doctors and architects among our customers," he told us. "We have also found that the economy of Diesel engines is an important selling factor for people who use motor boats commercially. Just consider the companies leasing boats, hotels, or even water ski instructors."

"At first, we were also extremely sceptical about Diesel engines. Today, we prefer them. First, because of safety. Second, because these engines are so quiet you can only actually hear the engine when its idling. The OM 636 runs most quietly at 800 revolutions per minute and this r.p.m. corresponds to the average speed. "In addition", Mr. Boesch added, "just to be on the safe side, we have elaborately tested a cover box made of sound absorbing fiber. The cover boxes fit over the engine and the new, excellent sound absorbing fiber does not absorb humidity. Our use of it has been quite successful."

"I believe you cannot make these points emphatic enough. We actually prefer Diesel engines for all of the reasons just mentioned. And, we are very optimistic about the future utilization of this engine."

Still not satisfied with the amount of favorable information we had gathered, we decided to talk with Mr. Johnson, who builds boats from aluminum, fiber glass and other materials. He presses the parts for his series boats. That cuts the price for a fourseater covered with a tarpaulin roof to between 6,500 and 8,000 Swiss Francs, engine included.

You might have assumed by now that Mr. Johnson also favors Diesel engines for the same reasons the other boat makers do. But, to put his preference into practice he will have to wait until larger aluminium boats are manufactured. "At the moment," Mr. Johnson told us, "I'm sorry to say that out-board motors do the job for me."

Well, that about wraps up our survey of the 6th Swiss Boat Show in Zurich, Switzerland.

Summing up, we could say that we were even a bit surprised to find that all Swiss boat makers and even several Italian boat builders came out strongly in favor of Diesel engines for their boats. They not only told us this conversationally, but on the first day of the show they held a discussion among themselves about Diesel engines used for yachts, yawls and other boats. There was unanimous agreement on the Diesel engine's advantages and all of them predicted a surge in the engine's use.

No doubt, there is something like a new era in boat building around the corner. Even yachts will eventually be purchased by a larger group of people. So, don't you think it might be worthwhile for you, too, to promote the sale of Diesel engines in your area like Mr. Saath has done?

With a longing look at the "ISIS" we took leave of Zurich.

Compulsory insurance amounts to about 15 Francs annually. The operating license, issued to yachtsmen after a simple test, costs about 40 Swiss Francs. Storing a motor boat in Switzerland over the winter costs between 45 and 70 Francs a month. The charge includes overhauling and expert advice from the boat manufacturer.

More prospective customers for boats

By now you must have noticed how thorough the Sales Information staff is. So, after having talked to Mr. Fuerst in Zurich, we approached Mr. Boesch, one of the top Swiss boat builders. He wanted to make sure we understood that the sale of boats is not limited to Europe

Service Stations that Boost Sales – Cleanliness Pays

With our new series "Service Stations that boost Sales", we not only want to present rational service stations, according to all customer wishes, as a congratulation to their owners, but we also want to publish examples, being worth to be imitated. We are convinced that before erecting a new building or remodelling an old one, the service stations, being mentioned in our Sales Information should be studied.

Furthermore, we are grateful to receive informational material. Which should consist of a few excellent photographs and a short explanatory text.

Remember the splendid Bern (Switzerland) service station we were able to indroduce to you last time? Well, today it's Portugal which calls for your attention. C. Santos, our Portuguese agency, has just opened a branch station in Porto.

Every motorist will agree that the entrance to the new repair shop is both spacious and convenient. We immediately noticed the large courtyard , the wide driveway and the four double doors to the shop, which can easily cope with rush business. No one will lose much time checking his car in, either. We were especially impressed, though, by Mr. Santos' talent in organizing.

1. First of all, the various departments of the workshop which the mechanic relies upon during his work, the spare parts division and tool distribution section, have been arranged for efficiency. Moreover, the fact that all necessary spare parts and tools are on hand eliminate long waiting periods for the customer.

2. A clear division between quick jobs and major repairs give the management a good overall picture of how the shop is going.

3. When the hall was planned, special attention was given to providing bright, and, therefore, clean working conditions. The equipment for the individual places of works is also very comprehensive. Supply shelves, two individual work benches, an auto-creeper for the mechanic working under the car, and a writing desk are standard equipment for each two-man team at their places of work. Each mechanic has his own portable tool kit which also serves as a tool shelf so that paint damage can be avoided during the job. Pits distributed throughout the hall eliminate unnecessary switching. All of these factors contribute to the mechanic's satisfaction in his work.

4. The workshop is equipped with the most up-to-date equipment. Included, for example, are the spark plug checking and cleaning apparatus, a stationary headlight beam adjustor, a shock absorber checking unit, a vibrator for detecting body noises, a Bosch engine tester, wheel balancer, tire mounting jack and a vulcanizer for tube repair. Electrical disturbances are easily detected and corrected by the aid of a testing apparatus for the generator, starting motor, distributor, coils and plugs, as well as the ammeter, volt and ohmmeter.

5. Finally, the well though business organization is a contributing factor to the fact that the customers always retun to this garage. They know that the service they get there is good.

The quick handling of bills by this Portuguese firm is another example of its good business organization. The controller keeps in touch with the spare parts department and the issuance of tools. The house telephone system enables him to stay in contact with all job points and find out how much time will be needed to repair the car. A bookkeeper sits next to him and takes down the number of work hours required and lists the material necessary for the job which has been checked out of the spare parts department as the controller dictates it. Immediately when the work is finished, this information is sent by tube to the billing department so that shortly after the repair work is finished the bill is ready.

In summary, this service station, from the standpoints of equipment and organization as well as architectural planning, takes its place among the top-notch Mercedes-Benz agencies.

Late bulletins

Winner of the Mediterranean – Cap Town Rallye with 190 D
The Kling-Guenzler team drove 8,700 miles through African steppes, deserts, jungles, tropical rain storms and suffocating sand storms between Algeria and Cape Town with a standard Diesel sedan. The trip took 43 days, winning for them the Mediterranean-Cape Town Rallye with their 190 D.
We will carry a detailed report of this victory in our next issue.

For the Coffee Break

How accurately informed are you about Daimler-Benz products? Do you know the meaning of all of the terms used in the motor technological language? They are used over and over again during sales talks or negotiations with civil authorities. Well, a good Mercedes-Benz man should be 100 percent sure, of course.

This quiz series will give you an opportunity to check and broaden your knowledge about motorized vehicles conversationally.

So, for educational entertainment:

1. What is a drive shaft? a) A synonym for camshaft? b) The connecting shaft between the transmission and the rear axle? c) A part of the steering assembly?

2. Where did we get the name "Mercedes"? a) Through a contest? b) From Gottlieb Daimler's will? c) By suggestion from a general agent?

3. What do you understand by wheelbase? a) The distance between the hubs of the front and rear wheels? b) The distance between the two wheels of one axle?

4. What is the tank capacity of the 300 D? a) 60 lit. (15.85 US gal.)? b) 72 lit. (19.02 US gal.)? c) 78 lit. (20.6 US gal.)?

5. What do you understand by empty weight according to DIN 70020? a) The vehicle's payload? b) The weight of the vehicle ready for operation? c) The design-established total weight which may not be exceeded?

6. When was the first high speed gasoline engine produced by Gottlieb Daimler? a) 1883? b) 1885? c) 1891?

7. How many cylinders does the 190 SL engine have? a) 6? b) 4?

8. Which race driver won the world championship with a Mercedes-Benz in 1954 and 1955? a) Caracciola? b) Moss? c) Fangio?:

9. Which institute established that there is no detectable cancer producing substance (carcinogenic) in the exhaust of our Diesel engines when they are correctly adjusted? a) A factory commission? b) An independent scientific research institution?

10. When was the first series produced Diesel passenger car in the world, developed by Daimler-Benz, put on the market? a) 1936? b) 1938? c) 1939?

Answers:

1. b) The drive shaft is the connecting shaft between the transmission and rear axle.

2. c) The name "Mercedes" was suggested by the French general agent Jellinek, who named the fast car produced by the Daimler company after his daughter.

3. a) Wheelbase is the distance between hubs of the front and rear wheels.

4. c) The tank capacity of the 300 D is 78 lit. (20.6 US gal.).

5. b) Empty weight is the weight of the vehicle ready for operation, i.e., chassis weight plus the complete superstructure and all auxiliary units dependent upon the engine's output. For trucks and towing vehicles this also includes 75 kg. (165 lbs.) for the weight of the driver.

6. a) The first high speed gasoline engine was produced by Gottlieb Daimler in 1883.

7. b) The 190 SL engine has 4 cylinders.

8. c) Fangio won two consecutive world championships with a Mercedes-Benz in 1954 and 1955.

9. b) The independent Batelle-Institute e. V. in Frankfurt/Main could establish no cancer causing substance in the exhaust of a Mercedes-Benz Diesel engine.

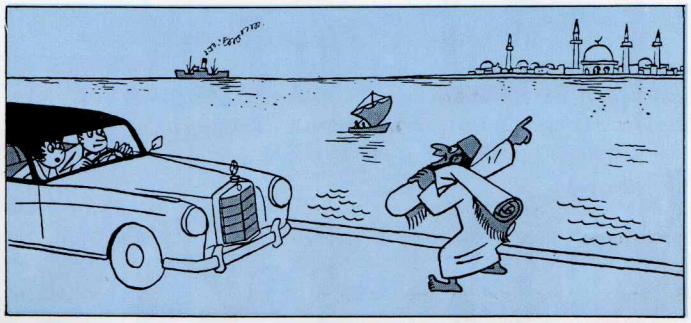
10. a) The first series produced Mercedes-Benz Diesel passenger car came out on the market in 1936.

Around the World in 365 Days

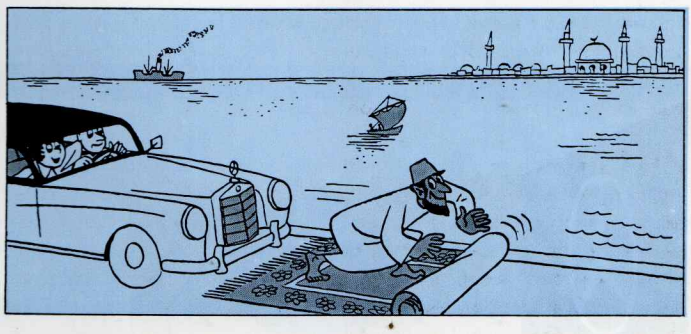
Third stop: At the Bosporus

It is rather hard to believe it, but Mary and Walter arrived at the shore of the famous Golden Horn at the Bosporus without further incident. Globetrotters, movie stars and Texas millionaires know this place by heart.

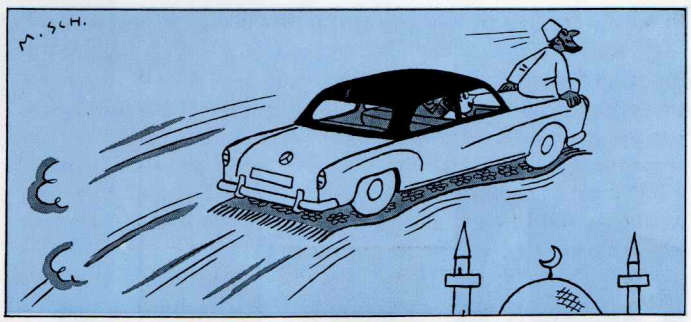
Of course, anybody who knows how to look for things, can still find the bearded story tellers on the corners of an Oriental town. And, he is charmed to find the flying carpet salesmen pushing their miraculous treasures today as they have done through the ages.



Walter is very thrilled. "Just imagine, sugar," he tells Mary excitedly, "this man intends to ferry us across on a flying carpet. I say, this is fabulous even if we do live in the atomic age!"

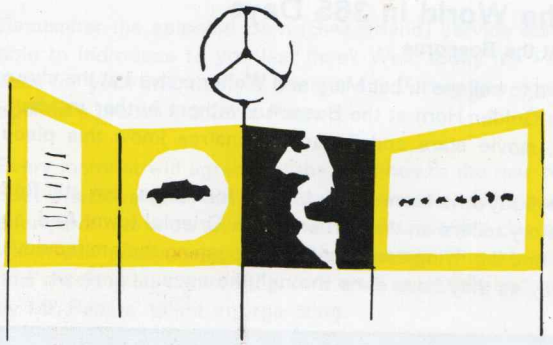


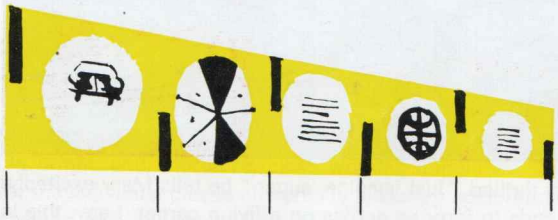
Mary acted frightened, if only for the purpose of basking in the glow of masculine protection. "Don't you think, dear, that this might be a risky flight?" she asks.

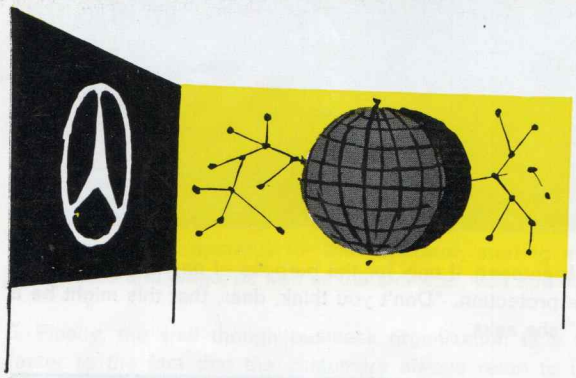


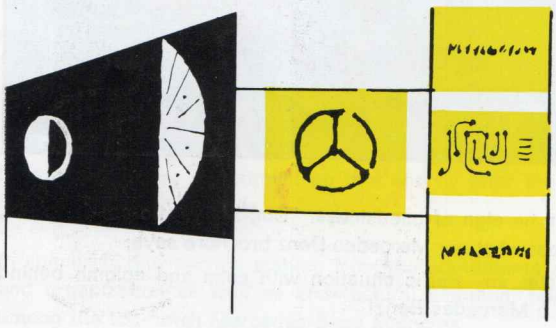
Walter shows no sign of uneasiness. "But, Mary," he comforts her, "just remember what our Mercedes-Benz brochure says:

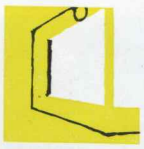
You can master any traffic situation with calm and aplomb behind the wheel of a Mercedes-Benz!"











Portable Walls

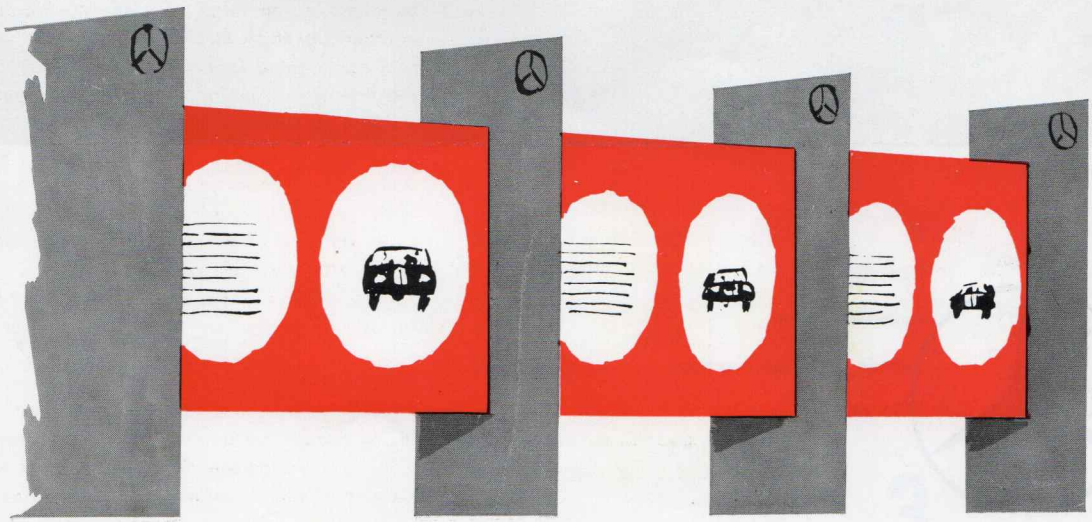
A good background is important – suggestions by our graphic artist

Within the framework of the Show Window Contest, we reported last issue about the new wallpaper campaign. We want to thank all of you for your many helpful, stimulating letters on the subject. Today, we want to suggest a new decorating idea which could be put to work in any sales room without much effort and re-decorated any time you like. This portable wall, so to speak, is an excellent eye-catcher. Well posted with fresh material, it tempts the prospect into the show room and, moreover, it is not to be under-estimated as an advertising medium. By and large, it is a very simple thing: Imagine a steel pipe frame shaped square or rectangular as you prefer, standing independently wherever you find it effective in the room. A sheet of plywood, mounting board or heavy cardboard is fastened to the frame in the square or rectangular shape. This portable "bulletin board" is the background for a graphically appealing arrangement of top-notch photographs, interesting technical data, advertising subject matter, or clever picture montages of various particularly distinctive designing features of the Mercedes vehicles. If enough agencies show interest in this portable wall idea, they can order the informative and graphic material from us and, when these agencies place their orders with a thought ahead, they can keep their "bulletin board" fresh and, above all, factually up-to-date. Its regular re-dressing is of course, a must.

The accompanying drawings should give you a rather good idea of how such a portable wall could be put to best advantage. Naturally, this is in no way intended to limit your own individual pleasure in interior decorating. In other words, it should be a personalized addition to every sales room in accordance with its individual needs. We think that the readers of the Sales Information can agree with us that, for example, a passenger car exhibited in front of such a wall, graphically attractive in arrangement, is more emphasized in the viewer's field of vision. If the wall is removed, as the show window decorators take care to point out, the object for attention tends to be engulfed back into the depth of the room. We would like for you to think over whether you think such a portable wall has merit and then write us your opinions as soon as it is convenient for you. Perhaps you could still use this idea for your Show Window Contest entry, you are entering, of course.

Well, that's the story of the walls. There are still other significant basic decoration pointers missing, and we will discuss them in the next three issues. For one thing, there is the subject of color. Our graphic artist will draw up color suggestions for you which in every instance will be effective, harmonious contrast for the color tones of our passenger cars. Such colors are important for the so-called portable wall, the drapes, carpets and other accessories which help make yours a handsome showroom. Moreover, we would like to talk with you about the question of form – which lines are at all appropriate for modern show window decoration today (this even extends to picture frames) and to discuss those things which have become hopelessly antiquated. In our next major chapter on the subject we want to talk a bit about the kind of lighting a sales room should have.


1883
1959



Boesch Runabout
with Mercedes-Benz Diesel engine OM 636
Overall length 16,4 ft.
Overall width 6 ft.
Max. speed. 25–26 m.p.h.
Draught 1,7 ft.
Seating accommodation: 5 persons