

FRONTENAC MOTOR COMPANY  
Louis Chevrolet, President  
INDIANAPOLIS, IND.

Mr. Fred Wilson, Sales Manager,  
Stutz Motor Car Company of America, Inc.,  
Indianapolis, Indiana

Dear Mr. Wilson:-

You have asked me to outline to you briefly, something of my plans and the history of the new Frontenac car which I expect to announce about the first of the year.

In the first place, this new Frontenac car represents the realization of my dreams and ambitions ever since I had my first connection with automobiles with Mors in Paris back in 1897. I have always dreamed and worked to perfect an automobile that in addition to giving more speed and power than any other car could offer, would combine economy of operation and comfort. In other words, I have always wanted to build a little better automobile than anybody else at a popular price.

I tested out and worked with these ideas in mind when I first came to the United States in 1900 with De Dion Bouton. You, as a man familiar with automobile history, will recall something of my association with Winton and Pope-Toledo and my racing career with Fiat and Buick in the period from 1900 to 1910.

The first work on the Frontenac of today began back in 1915 and I think you will agree with me that the winning of the 500-mile International Sweepstakes Race at Indianapolis in 1920 and the second victory in the 1921 500-mile race is pretty good evidence that I have succeeded from the standards of power, speed and durability in producing a car better than anything the foreign and domestic makers had to offer in these races. No other designer in the world ever won two such victories. When the automobile world was showering me with honors, I was considering this new Frontenac car. Frontenac cars have so many records on other race tracks that it is almost unnecessary for me to speak of the reputation of this design in the most crucial test that can be offered to any mechanism. I expect to keep right on racing Frontenac cars, in this way assuring the future owners of Frontenac cars all the benefit of the best testing ground a car has ever had. You, as a member of the Stutz organization, will realize what this means as a proof of a car's design, materials and building.

The new Frontenac will be a high-grade, medium-sized car, racy and low hung in appearance but giving every feature of comfort. It will be high grade in every particular and will have the greatest, most accessible motor ever built into an automobile. There has never been an engine built to give as much power on the amount of fuel consumed. This

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four-cylinder engine will have many distinctive features such as the first practical, durable overhead cam construction in which the lubrication problem has been solved. While it will produce unusual power at an economical fuel and oil consumption, it will be quiet and in every way suitable to perfect operation at all speeds. The new car will weigh about 2700 pounds with 120 inch wheel base and will have brakes on all four wheels, a feature which is now accepted practice in Europe and is bound to be adopted on high class cars in this country. It is almost impossible in a letter, to tell you of the many distinctive features of this new car but there will be abundant proofs of the idea that it is just the sort of car I had been waiting for years to build for the motorist, offering more power, more speed, more economy, more comfort, and more value than anyone else has ever produced.

Knowing as you do, something of the arrangements I have made for financial backing in New York, you will appreciate that there can be no question of the financial strength back of the new car and its ability to meet every question of production and distribution quickly.

I have already received orders from practically every man who knew automobiles to whom I have showed details of this new car. It is astonishing how many of my good friends in the racing business have asked me to enter their order for one for their personal use. It is a car that will sell on sight to anyone who is interested in real automobile performance. You may think I am over-enthusiastic in my claims for it, but everything I have said in this letter can be backed by up actual facts.

I plan to have my first display at New York during Show time and have arranged for space in the lobby of the Commodore Hotel and will also have a display at Chicago. I trust before then you will take time to go over the new car with me in detail when I am sure you will be far more enthusiastic about it than this letter can convey.

Thanking you for your interest in the matter and trusting you will ask me any questions that come to you regarding the new Frontenac, I am

Very truly yours,

THE FRONTENAC MOTOR COMPANY

(Signed) - Louis Chevrolet  
President.