

Rank Strand

U.K. M24 SERVICE POLICY

At the introduction of M24 in April 1983, we implemented a service strategy to complement the expected high volume of sales of what was the first low priced memory system.

Our concept of "unplug and take to your local service agent for repair" worked remarkably well, except that customers perceived that our 'under warranty policy' remained the same for the life of the system. This was not of course the case, as we intended that service agents should visit sites to carry out repairs, when the system was out of Warranty and when such services could be charged. Our Warranty provision on such a sophisticated low priced system did not allow us to do this, at least in the first 1 - 2 years.

Recently a number of Dealers have requested that we review our Warranty service policy, due to some recent difficulties they have experienced in implementing it.

The volume of sales of M24 in the past 18 months have been such that it has allowed us to accept the Dealers suggestion that our M24 Repair Under Warranty Policy should be in line with that offered on our other systems, such as Tempus.

With immediate effect, repairs under Warranty on M24, may be carried out on site if a client insists, but only, I repeat only, if Fred Brown has been first consulted and has agreed to issue an order number for the work to be carried out.

Please use this new policy with care and discretion, else you will force on us an increase in the price of the M24.

RUSSELL DUNSIRE

