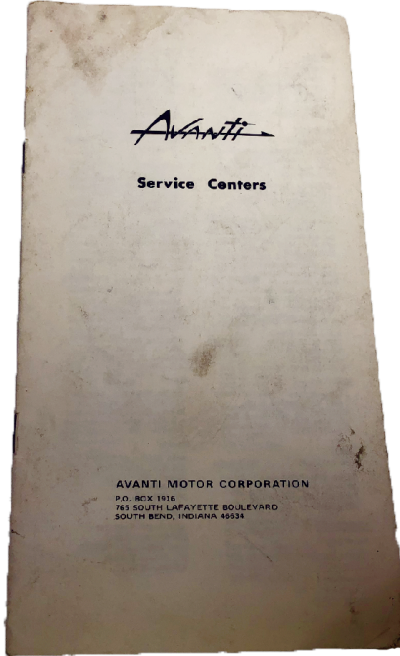


NOSTALGIC MOTOR CARS UNLOCKS THE HISTORY AND MYSTERIES OF THE 1963-1985 AVANTIS

Avanti Motors Service Center Literature



This is an extremely rare piece of Avanti Motors literature that has fortunately survived, one of my oldest Avanti customers from the 1960s and early 1970s found it when he was cleaning out a drawer. It had to be printed before 1975, as it lists my first commercial building, address and old phone number which I have not had since 1975. He also thought you might want to know how he got his Avanti serviced, before he knew me.

This booklet “Avanti Service Centers” was placed in the glove box of new or used Avantis, as they left the factory. It contained names, addresses and phone numbers of shops that could service your Avanti. It was broken down by states, cities and included Canada. In the beginning it listed many old Studebaker dealerships. They printed it themselves, and it was constantly updated. If you liked working on Avantis, you could ask to be included in the booklet. It was that simple.

“The Avanti Service Centers” booklet’s main purpose was as a sales tool. This booklet could assure a prospective new or used Avanti owner that he or she could get their Avanti serviced locally, or when they traveled.

By **Dan Booth**
Nostalgic Motor Cars

Dan Booth has over 46 years of exclusive, hands on Avanti sales, service, collision and parts, not Studebaker cars or trucks, just 1963-1985 Avantis.

Most Avanti enthusiasts are not aware that Avanti Motors had a free loaner program, for servicing of your Avanti. If my memory serves me correctly, this is how it worked;

Avanti Motors would send a driver to your home, or work place, with a free loaner, a used Avanti. The driver would drive your Avanti back to Avanti Motors, for servicing. When your Avanti was serviced, a driver would return your Avanti. This service cost \$50 plus the repair bill. This program lasted until about 1978.

When I received a phone call from Arie Altman, he stated that a customer that had one of the free Avanti loaners had backed up with the door open. The loaner had suffered some serious damage. The customer, an attorney, refused to turn the damage into his insurance company, or pay out of his pocket. Arie stated “I am eliminating the loaner program, as we speak and now the customers will have two main choices. They can get their Avanti to Avanti Motors, or they can get their Avanti to Nostalgic Motor Cars, for their service.”

He went on to say that Nostalgic Motor Cars had been doing an outstanding job for them, and I was going to be their main service center, so I better get ready! He also stated, I wouldn’t be able to keep up, if they sent me all their service at once. They would gradually keep increasing the referrals. He also said he had talked to the person who wanted to purchase Avanti Motors and he agreed, he didn’t want to service the Avantis. He wanted to concentrate on building Avantis.

I purchased a two-year-old Oldsmobile four-door and a Ford LTD as totally free loaners to help keep up with the additional business Avanti Motors was sending me.

Most Avantis were just shipped in from out of state to me, without any need for the loaner.