It is the policy of The Rover Company to try to meet the requirements of a public which expects more from a motor car than is normally given by the mass-produced article. For this reason the user's suggestions and his opinion of the company's products are sought by the Market Research Department. If you, the purchaser of a new Rover car, have no objection to completing the questionnaire on the card attached and sending us your views about our products it would be very much appreciated.

THE ROVER COMPANY LIMITED

PART No. 4550

Distributor/Dealer: .....

Delivery Date: ....

Model:

Chassis No.: .....

Do you currently own any other cars ? .....

What car does your new Rover replace ? ..... (Make) ..... (Model)

How long has previous car been kept ? ..... (Years) ..... (Total mileage)

Purchaser's occupation or profession .....

Have you any comments on the car or suggestions of any features you would like to see incorporated in it ? .....

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POST CARD

MARKET RESEARCH & STATISTICAL SECTION,

THE ROVER COMPANY LIMITED,

SOLIHULL, WARWICKSHIRE,

ENGLAND