

SALESMAN'S GUIDE

APOLLO SALESMAN'S GUIDE

- I. MOVE CUSTOMER AROUND THE CAR. POINT OUT THE FOLLOWING:
 - A. Paint: Three weeks to paint Apollo step operation.
 - B. Body Work: Point out quality of formed steel, especially around lights, doors, parking lights, lights, etc. Body completely built by hand.
 - C. Wire Wheels: Borrani (hand-made in Milano, Italy. Used on Ferrari, Maserati.) Aluminum alloy rim, 18 inches wide at base; 72 interlaced spokes; steel center hub. (Best available.)
 - D. Tires: Pirelli Cinturato - 130 miles per hour sustained driving speeds with bursts to 160 mph.
 - E. Disc Brakes: Bendix-Dunlop Series, consisted with 327 square inches of area.
 - F. Removable Fender Panels: For easy repair of dents.
 - G. Suspension: Heavy duty springs front and rear. Monroe 60/40 shock absorbers front and rear. Rear axle geometry to improve handling. (Live axle like Maserati, Ferrari.) Front torsion bar 100% larger than one on 4000 lb. Buick.



SALESMAN'S GUIDE

APOLLO SALESMAN'S GUIDE

- I. MOVE CUSTOMER AROUND THE CAR -
POINT OUT THE FOLLOWING:
 - A. Paint: Three weeks to paint Apollo. 13 step operation.
 - B. Body Work: Point out quality of hand-formed steel, especially around tail-lights, doors, parking lights, head-lights, etc. Body completely built by hand.
 - C. Wire Wheels: Borrani (hand-made in Milano, Italy. Used on Ferrari and Maserati.) Aluminum alloy rim 5 1/2 inches wide at base; 72 interlaced steel spokes; steel center hub. (Best available.)
 - D. Tires: Pirelli Cinturato - 130 miles per hour sustained driving speeds with short bursts to 160 mph.
 - E. Disc Brakes: Bendix-Dunlop Servo Assisted with 327 square inches of braking area.
 - F. Removable Fender Panels: For easy repair of dents.
 - G. Suspension: Heavy duty springs front and rear. Monroe 60/40 shocks front and rear. Rear axle geometry changed to improve handling. (Live rear axle like Maserati, Ferrari.) Front stabilizer bar 100% larger than one used in a 4000 lb. Buick.

- H. Separate Lockable Trunk: Tools stored under spare tire in trunk. (Tools consist of: flares, wrenches, spark plug wrench, knock-off hammer for wheels, etc.)

II. OPEN HOOD

- A. Standard Buick Engine: Unmodified for long life and economy of operation. Each engine run-in on a dyno for 12 minutes. Power-to-weight ratio is excellent: 1.1 to 10. Large engine compartment for ease of servicing. Dual exhaust and low restriction air cleaner boost horsepower and performance.
- B. Perforated Engine Compartment: Allows better engine cooling.
- C. Fuse Block on Firewall: Twelve (12) fuse block mounted on firewall. One of the few cars in the world to separate the electrical system into twelve individual circuits.
- D. Undercoating: Not only visible parts of car, but even interior is undercoated before the fabric and leather are installed. An excellent sound proofing as well as a rust protector.
- E. Dual Air Horns: Self-contained air compressor (used in Ferrari and Maserati).
- F. Electrical Equipment: Delco. Easy to repair and replace.

- G. Steering Mechanism: Saginaw recirculating ball.

- H. Quality Installation of Mechanical Components: (point out to customer).

- I. Clearance of Drive Train Through Tunnel (point out): This was done for cooling purposes (cooling of passenger compartment, engine, and transmission). Tunnel cover is also insulated with plastic.

III. CUSTOMER SITS IN PASSENGER SEAT

- A. Production: Only 200 Apollos built per year. Body built in Italy - American mechanical components.
- B. Seats: English leather. Adjustable to any height.
- C. Air Horns: Have customer honk.
- D. Instruments: Full instrumentation including oil temperature gauge.
- E. Dash Board Design: Easy-to-read instruments.
- F. Turn Indicator: Self-cancelling. Mounted to left of steering wheel on dash.
- G. High Beam Indicator and Turn Signal Indicator Lights: Rheostat-controlled for bright and dim (night and daytime driving).

"APOLLO invites comparison with the world's finest luxury sports cars..."

	APOLLO 5000 GT	Mercedes 230 SL	Jaguar XKE	Ferrari 2 + 2	Aston- Martin	Maserati
SPECIFICATIONS						
List Price	\$6597	\$7600	\$5525	\$12,900	\$10,475	\$12,600
Annual production	200	3000	4000	600	600	1000
Horsepower	250 @ 4800	170 @ 5600	265 @ 5500	240 @ 7000	263 @ 5700	230 @ 5500
Top Speed	150	123	150	150	148	127
Standing 1/4 mile	14.9	17.3	15.2	16.3	16.0	16.1
0-50 mph	4.5	7.0	5.7	6.3	6.5	5.0
Torque	224 @ 2800	159 @ 4500	260 @ 4000	181 @ 5000	240 @ 4250	224 @ 4500
Displacement	4950cc	2306cc	3781cc	2953cc	3670cc	3485cc
Engine	V-8 Buick	6	6	V-12	6	6
Wheelbase (in.)	97	94.5	96	102	98	102
Overall length (in.)	177	169	175	185	180	174
Overall width (in.)	66	70.1	65	57	66	60
Tread (in.)	56	58.5	50	54	54	55
Curb weight	2470	3010	2720	3100	3050	3140

H. Adjustable Steering Column: Rides on two sets of nylon bushings; chrome plated. Can not bind. Adjustable at base of column.

I. Automatic Transmission Available: Buick Turbo 300. Floor-mounted control.

J. Four-Speed Transmission: Fully synchromesh (even first gear), aluminum case; close-ratio gears.

K. Interior Details: Scuff plate on drive train tunnel; engine-turned door sill.

L. Drive Train Tunnel: Removable for easy maintenance of transmission.

M. Hand-Fitted Interior

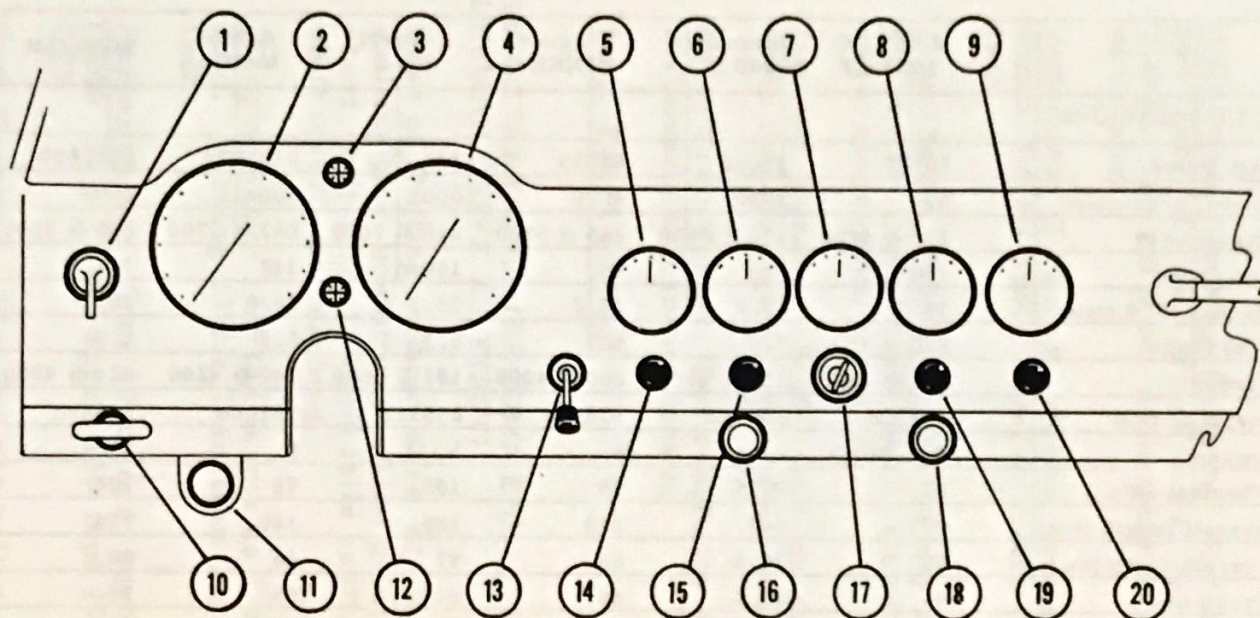
IV. DEMONSTRATION: (RECOMMEND THAT SALESMAN DRIVE AT FIRST)

A. Ease of Shifting: Show ease of downshifting and upshifting. Also point out short shift throw. Hand falls easily on shift lever - no reaching.

B. Steering Ratio: 17.5 to 1 (same as E type Jag). Turning circle less than Jag (34 feet).

C. Performance: 0 to 60 in 6.8 seconds (5000 GT). Top speed 150 mph (5000 GT).

D. Fuel Economy: 20 miles per gallon.



KEY TO DASHBOARD CONTROLS

1. TURN SIGNAL: Self cancelling. Turn handle in direction of turn.
2. TACHOMETER: Easy to read. Red line at 5800 R. P. M.
3. BRIGHT LIGHT INDICATOR: Turn to vary brightness of light.
4. SPEEDOMETER: Easy to read (miles per hour).
- *5., 6., 7., 8., and 9.
 OIL TEMPERATURE GAUGE: (Olio): Measured in Centigrade.
 OIL PRESSURE GAUGE: (Olio): Measured in Kilograms per Square Centimeter.
 AMMETER GAUGE (Ampere): Standard.
 WATER TEMPERATURE GAUGE (Aqua): Centigrade.
 FUEL GAUGE (Benzina): Standard Gasoline Gauge.
- *NOTE: These gauges are not always in the same location in dash layout, therefore they are not listed by number. All instruments are Jaeger.
10. HOOD LATCH: Pull lightly. (Do not slam hood!)
11. WINDSHIELD WASHER BUTTON: Push to operate.
12. TURN SIGNAL INDICATOR LIGHT: Turn to vary brightness of light.
13. HORN LEVER.
14. INSTRUMENT LIGHTS: Turn to operate.
15. HEADLIGHT SWITCH: Pull and turn clockwise to operate.
16. FRESH AIR CONTROL: Pull for fresh air.
17. IGNITION: Turn clockwise to start. Turn counter-clockwise for accessory operation.
18. HEATER CONTROL: Pull to increase heat.
19. WINDSHIELD WIPERS: Pull to operate.
20. HEATER FAN CONTROL: Turn clockwise to operate. Variable speed; minimum speed attained at far clockwise position.

E. Specifications:

1. Weight: 2400 pounds (3500 GT)
2470 pounds (5000 GT)
2. Frame: heavy duty - integral with body for extra torsional rigidity (more torsional rigidity than Lincoln Continental, for example).
3. Built-in roll bar (center posts across roof - Coupe series).
4. Other specs can be taken from brochure. (Such as length, width, etc.)

F. SUGGEST CUSTOMER DRIVE CAR.

FEATURES	APOLLO	Mercedes	Jaguar	Ferrari	Aston-Martin	Maserati
Hand-Made steel body	YES	NO	NO	NO	NO	NO
Body and chassis completely undercoated	YES	YES	NO	YES	YES	YES
Opening Wind wings	YES	NO	NO	YES	NO	YES
Dashboard completely upholstered	YES	NO	NO	NO	NO	NO
Built-in roll bar	YES	NO	NO	NO	NO	NO
Synchromesh low gear	YES	YES	NO	YES	YES	YES
Reverse lock-out	YES	NO	NO	NO	NO	NO
Automatic transmission	YES	YES	NO	NO	YES	NO
Adjustable steering column	YES	NO	YES	YES	YES	NO
Oil temperature gauge	YES	NO	NO	YES	YES	YES
Adequate head room for drivers over 6 feet	YES	NO	NO	NO	NO	NO
Wood-rim steering wheel	YES	NO	YES	YES	YES	NO
Twin-trumpet air horns	YES	NO	NO	YES	NO	YES
Removable transmission tunnel	YES	NO	NO	YES	YES	YES
Factory-installed air conditioning	YES	YES	NO	NO	YES	NO
Emergency service and routine maintenance available everywhere	YES	NO	NO	NO	NO	NO
Solid rear axle	YES	NO	NO	YES	YES	YES

APOLLO PRICE SCHEDULE
(Effective December 15, 1963)

Suggested Retail

List Price - Coupe	\$6597.00	8157
- Convertible	7347.00	
<u>Optional Equipment</u>		
Front Bumper Guards	30.00	38.50
5 Pirelli Cinturato Tires	77.00	
Four-Speed Transmission	224.00	
5 Borrani Chrome-plated Racing Wire Wheels with wide-base aluminum rims and 4 special adapter hubs	550.00	
Seat Belts	25.00	186
Automatic Transmission	278.00	
Aluminum Valve Covers	60.00	
3.36 Limited Slip Differential	127.00	
3.90 Limited Slip Differential	167.00	
225 hp Engine - Broken-in and tuned on dynamometer	147.00	
Blaupunkt AM, FM & Marine Radio	213.00	
Air Conditioner	650.00	
Side Mirror	14.50	
Bendix-Dunlop Disc Brakes	78.00	
5000 G. T. (250 hp Engine & Bendix- Dunlop Disc Brakes)	284.00	
Magnesium Wheels	224.00	
Dealer Preparation	100.00	

Exterior Colors: Red, Gray, Blue, Green,
Black or White. Special
colors mixed to customer's
specifications: \$250 extra.

Guarantee: 12 months or 12,000 miles