

Parts & Accessories Bulletin

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Genuine
PARTS & ACCESSORIES

P/N 76165-86 CASSETTE DECK CLEANING KIT

The following information was submitted to Harley-Davidson by Allsop and covers Harley-Davidson Cassette Deck Cleaning Kit. Please review it and pass it on to your sales staff so that they can better understand the features and benefits of properly using the cassette deck cleaning kit.

THE ALLSOP CASSETTE DECK CLEANING SYSTEM

THE STRAIGHT SCOOP ON TWO MAJOR MISCONCEPTIONS

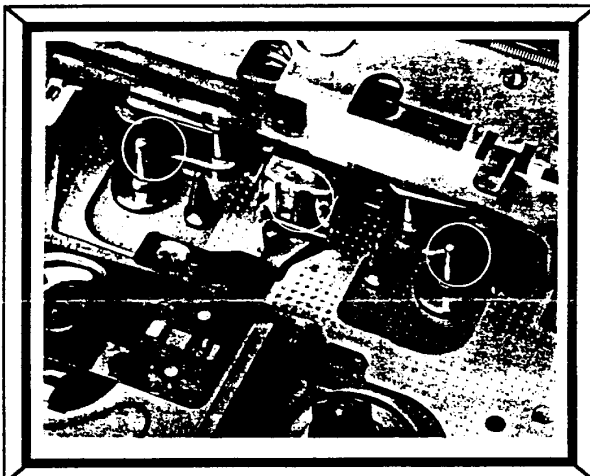
BELLINGHAM, WA-Allsop's Cassette Deck Cleaning System is the product which first introduced the Allsop family to the consumer electronics industry. Now, with over 12 million cleaners produced, it may very well be the best known product from the Allsop family.

Even with this level of success, there are a few misconceptions about the product which we still hear.

FOLKS STILL REFER TO THE PRODUCT AS A HEAD CLEANER.

It is easy to understand this mistake because most of the competitive products in the market only address the tape head. The Allsop Cassette Cleaning System cleans the tape head but it also goes on to clean all the vital tape path components (circled above). This includes the capstan and pinch roller. A dirty tape head will cause poor sound

reproduction, but a dirty pinch roller can ruin your favorite tape...forever! So if you hear someone call our cleaner a "head cleaner", they are only telling part of the story.



PEOPLE THINK THE ALLSOP CLEANER REPLACES SCHEDULED MAINTAINENCE.

Not true. If you take vitamins, you still need to see a Doctor for normal check-ups. Same is true for a tape deck. The Allsop is the best preventive maintenance available if used on a regular basis,

but a customer still needs to follow the manufacturer's recommended maintenance.

If you have heard these statements, chances are that your sales team and their customers have heard them. Why not copy this page and supply one to each of your sales staff in your next mailing or meeting?



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