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## AMT Car sales rising at largest producer

## By ALICE COLLINS

Thursday, February 6, 1975

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Originally all of the cars were aluminum, but in the early 50s the de-velopment of plastic molding injection plastic than in aluminum. We were one of the first to get into making the plastic moldies', said new. The corporate name was officially changed to ANT "brenze logos are to standize the trade." he contine. The corporate same was officially ready the years in the trade. The con-standy the years, never a standy though the years, never and officially the years, never and officially the years, never and official the trade. The trade the company's growth has been marked by though the years, never and for cars, trucks and space ve-brides represents the biggest percent-aged the hobby kit market. "Brown is the key to success in the model kit industry." Brown es-pland. "Moders. Like the public at large cars, particularly from the schange and we try to stay head." The generate try to stay head. The were the try to stay head. "The schange and who head the "street from get who head the "street for any they cars, the street street," have been popular with high "The delige youth a "they" they should an delige youth a "they" the store of the modified for street to store and they are, and brows and de-street store and they are the store of the modified for street to store. "And adds and drops between 50 and 60 kits a get, and brows out 10

said AMT adds and drops between 50 and 60 kits a year, and brings out 10 to 15 new Detroit models annually

"None of its wants to come out with the same replica," he continued. The trick is to make an educated guess on a car that's going to catch on big, get the kit into production to is new Detroit models annually The man assigned to keep on top of everything is Rick Waldorf, market-ing and research manager. He uses

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ce is on "None of us wants to come out with



Trucks, cars and space vehicles all part of the family

questionnaires, speaks to junior high school groups, goes over all incoming correspondence from modelers with a fine tooth comb and makes recommen-dations to the product planning comfast, and then let the competitors know you're already ahead of them so they won't do it "We have to get advance informa-

we nave to get advance informa-tion from the automobile companies on their planned changes, and they co-operate prety well. "Waldonf said "Of course, it's to their advantage too because it is a promotion for their new cars Right now we're getting ready to re-lease kits on the complete body changes of the Obervotel Nova. a new Manga and the Capn imported by Lin-cola-Mercury from Germany." he added. AMI times the introduction of its "WE'RE IN A constant race with the competition," Waldorf said. "When the automotive industry is get-ting ready to release its new cars, the race is on

new car models for August and Sep-tember to concide with the automo-bile manufacturers. "The rest of our new kits we introduce when we feel it's most opportune. For instance, trucks sell best in fall and winter."

ANT MARKETS all over the world Its promoton is done through hobby and tay shows through mathematic and Canada, through magazines for boys and young men, other consumer publications and trade journals Between 325 and 400 employes primarily women, work in the plant and belong to the United Auto Work-ers

The five assembly lines go 16 hours a day, and 27 plastic injection mold-ing machines operate 24 hours a day, six days a week

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All of the design, promotion, produc-tion and marketing are done at the Troy plant.

Troy plant There are relationships between AMT and the Detroit automobile in-dustry all along the way "A number of our people, designers and artists, have come from the automotive field, directly or indirectly." Waldorf said AMT has a Baltimore. Md subsidi-ary, General Crafts, that produces adult craft kits



United Auto Workers on the assembly line.



Photographed by Leilani Hu

Home builders latch onto rebate bandwagon

## By ALICE COLLINS

Hope to boost sales

Following the lead of the automobile industry, home builders are casing out the rebait bait. They hope it will turn the interested shoppers into sign ortholine buyers. It got garded late last week when Bloomfield Hills builder Otto Bing tocked off the 1975 Idea Award Homes promotion by announcing a \$1,000 re-bact through February on his homes in Keatington Hills, south of Pine

Since Bing's announcement, Thompson Brown, land developing and mar-ting company headquartered in Farmington, has followed suit with a **650** duction through March on all of its models in the award homes group.

The annual subset of the second secon

Other area builders are considering joining in the rebate game, says an industry spokesman.

Lamp subdivision in Rochester, and Independence Commons in Parmington, condominiums in Northville and a bouse in Northville Commons.

Two other builders announced special rebate-type offers through the Builders Association of Southesstern Michigan, which sponsors the Idea Award home promotion as a forerunner to the annual Builders Home, Furni-ture and Flower Show opening March 15 at Cobo Hall.

Urban Systems has agreed to include as a standard feature of its Poto-rue Towne condominiums in West Bloomfield, a \$3.000 finished room in the lower level of their awards home. The offer will continue through March according to the builders association. Unless ordered as an estra feature, the room would ordinarily appear as an unfinished basement. Meadowbrook Development Co has announced a \$1,000 refund at the time of dosing on all of its upper ranch condominium models at Meadow brook Hills in Rochester. Deversal durb builders are expected to join the rebaters, according to a building association spokesman. This year's award program informed to the standard state of the state of the state of the region, and ranging in price from \$20.000 to \$105.000. The automotive industry led by Chrysler Corp. got into the rebate pro-gram serval weeks ago, and there has been an increase of new car sales since the promotion began.