



# “Keep in Touch!”

## “**WE DO NOT SELL RETAIL**”

As most of you may know WE are a family owned business that has been operating in the Automotive Industry since 1920 when our Grandfather, Henry Yudt, immigrated from Europe to the United States. Throughout the past 91 years WE; (our Grandfather and Father included), have seen many obstacles that have affected the structure of our business; the ramifications of the great depression, World War II, with the lack of available raw goods and the 1970's, when GM rolled the last convertible off the assembly line. Our present concerns may be viewed in the future as our suffering economy, O.E.M. backing off from the convertible market and most disturbing, the deterioration of the selling structure in our industry “Our Unity”. In other words, tops being sold online to retail customers at costs just above or even equal to wholesale.

Our industry had maintained a unity amongst one another (manufacturers, distributors and upholstery shops) that provided an opportunity for all of us to flourish and be successful. That “Unity” has slowly been broken by some whom are selling outside our industry and have ventured into direct sales. Most likely being driven by a financial catalyst other than survival and preservation of our “Auto Trim Industry” and singularly the “Bottom Line”. WE know, as with ourselves, that our Grandfather and Father were concerned about earning enough to provide for their families but included, was also the desire to perpetuate their knowledge and preservation of their craftsmanship within their offspring and sharing a part of them was of equal importance as making money, that's why WE are still here.

WE manufacture convertible tops and rely on the Automotive Trim Industry for our sustenance. WE sell to upholstery shops, full stocking distributors and special interest distributors, (those who specialize in specific models). That is the extent of our customer base. Our support comes directly from you and our dedication is reserved for our industry and “Our Unity”.

Buddha once said, “All things appear and disappear because of the concurrence of causes and conditions. Nothing ever exists entirely alone; everything is in relation to everything else.”

“In other words our actions are responsible for our success or demise and not by oneself.”

Kimmy Strauss 2011

All of us at *Electron Top*

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