



From where we sit.

NEWS, VIEWS AND REVIEWS ABOUT THE ATLAS TRUCK SEAT FROM SEARS SEATING.



*Our Dealer Friends,
It's that time of year again.
We hope this Holiday Season finds
you and your family happy and
healthy. And we wish you and
yours the best for the year ahead.
Cordially,
Everyone at Sears*

ATLAS
BY SEARS SEATING

From where we sit.



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Fourth Quarter - 2006

SEARS
SEATING
P.O. Box 3667, Davenport, IA 52808

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- **Season's Greetings and all our Holiday best to great people - our dealers!**
- **Last chance to order stunningly handsome Limited-Edition Elite seats.**
- **14-Day Comfort Trial makes believers out of your customers.**

PUTTING YOU IN THE DRIVER'S SEAT

Order the seats Santa would put in his sleigh before the end of year.

They're striking in beauty and a delight to sit in. But our striking Limited Edition Elite seats are only available from September through December 2006.

So get your customers to order them now, using our 14-Day Comfort Trial, described below. It's a great way for truckers to experience the Sears difference for themselves.



14-Day Comfort Trial is a Holiday present that can help customers for years.

Once customers try an Atlas seat, there's no going back to a lesser seat. That's why we offer our exclusive 14-Day Comfort Trial.

If your customers can bring themselves to give up the superior comfort of an Atlas seat, they can return it for a full refund within 14 days.

Drivers say it all about Atlas...

"At 6'9" and after back surgery, it's difficult to find a comfortable seat. The Atlas fits the bill."

*Jim Florence, Owner/Operator
Sully Transport*



"Relax, Ted, it's only a phase!"

www.searsseating.com