



Clear, Concise & To The Point

Sometimes WE get inundated with updates, price increases or new information. Time doesn't always allow us the opportunity to gracefully compose this information, so ... here it is ... **"CLEAR, CONCISE & TO THE POINT."**

Price Reductions

WE sometimes find better, more efficient ways of producing our products or find ourselves with an abundance of raw materials i.e. glass, vinyls, etc.

BMW - WE are reducing our price on our 2000-06 BMW 318i (BM8150) produced in SG11 & SG13 (American cloth with a German herringbone lining), from \$1600 list to \$1350 list price for the remainder of the year.

1996-99 Mitsubishi Eclipse in ST11 & ST14 (Stayfast or Topline material) (MI5200) \$730.00 List.

2000-05 Mitsubishi Eclipse in ST11 & ST14 (Stayfast or Topline material) (MI5220) \$740.00 List.

Tinted Glass Only

1995-00 Chevy Cavaliers Glass (ET5070) black lining

1995-00 Pontiac Sunfires Glass (ET5070) black lining

1987-95 Chrysler Lebarons Glass (ET2590)

\$ 198.00 List Price (expires 12/31/15)

Price Increases

1994-99 BMW 318i Series String Kits \$ 300.00 List Price

2000-06 BMW 318i Series Stiffener Kit \$ 333.00 List Price

Glass Brackets & Extrusions

In order to manufacture the following tops WE need either the extrusions or the glass brackets from the original top.

2004-09 Chrysler Crossfire (CH5460)
(2 channel flap & 2 1/4 extrusions)

2009-13 Mini Cooper (MC8580)
(2 channel flap 1/4 extrusions)

2003-09 Audi A4 & S4 Cabriolet (AD5160)
(Rear window brackets please send entire glass with brackets attached)

Please call first for ordering options

1950-57 American Convertible Top Frames

WE have become aware that there are some aftermarket convertible top frames being sold that are not produced to original specifications so WE need to state "Our tops will only fit original factory or factory conversion frames". These frames are on popular vehicles such as 1950-57 T-Birds, most of the older Corvettes and 1955-57 GM's.

"Keep in Touch!"

September 2015

"Htrae"

"Bizarro" World (also known as **Htrae, earth spelled backwards**) is a fictional planet in the DC comics universe. Introduced in the early 1960s, Htrae is a cube-shaped planet, home to "Bizarro" and his companions, all of whom were initially "Bizarro" versions of Superman, Lois Lane and their children. In the "Bizarro" world of "Htrae" society is ruled by the "Bizarro" Code which states "Us do opposite of all Earthly things! Us hate beauty! Us love ugliness! Is big crime to make anything perfect on "Bizarro" World!". (The previous is not misspelled - its the way DC wrote the dialogue).

Often it feels like WE are living in the Bizarro world. Greedy Corp. executives earning big bonuses after they have been bailed out with taxpayers money. Innocence is punished whilst evilness is rewarded. Freedom is given to those whom have not worked to earn it, law abiding citizens must respond to restrictions while law breakers seem to have no consequences for their devilish deeds. The list goes on and on.

One such "Bizarro" incident has crossed my path many times and can be directly mirrored in the Automotive Industry; quality vs name brand/cost. I vividly recall in 1977, being a high school teenager, when the flood (no pun intended) of designer jeans hit the market. It was a new idea, "Wear a companies name on your tush and you were cool." The clothes were made well and to my Moms relief they only cost 25-35% more. Today it is not uncommon to see a designer name T-Shirt 500% (not a typo) higher, but the garment, forgive my frankness, is absolute junk. Not to mention that WE are doing the advertising for them. At what point did it become standard to pay more for less? Brand names used to be a representation of their quality. How else could a company charge so much more? But now as they have become food for our vanity rather than food for our nourishment they can charge whatever they want. In other words, "They fulfill our desires to show others WE can afford them rather than to sustain our needs."

I speak for myself when I say, "I am tired of buying twice." I want to pay for quality and get quality, not pay what a quality product should cost and have to replace it the next year, if it lasts that long. Our salaries are not disposable nor should the items WE purchase be. Our Dad always said "Custom quality at a fair price" WE try to use that mentality in all the products WE manufacture. That is not a sales pitch but a statement of our ethics. In addition WE are proud to say, "Made in the USA."

Kimmy

Just a Thought

"Something is definitely not correct here!"

„For the people pl the people„

Electron Top Mfg.

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