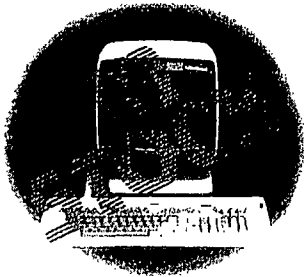


Customer Inquiry?



The future takes a step back into the present with NAPA's new Customer Inquiry Program (CIP). Designed especially for your traditional customers, this program lets those customers check on parts availability and ordering through the use of a computer terminal. With a TAMS terminal in your store and one in your dealer's place of business, NAPA's CIP is both a time-saver and a money maker. See how.

Page 12

Keeping Up with Tradition



Your traditional customers are the largest segment of your market. An important fact to remember when you're considering which NAPA programs to present to your dealers. Piedmont Division Vice President Frank Dial talks about how and why NAPA AUTO PARTS stores are taking advantage of the AutoCare Program.

Page 8

Oil-less List for EPA

The Environmental Protection Agency (EPA) has ruled that oil will not be regarded as a hazardous waste. Good news for repair and machine shops and service stations. There's a likelihood that by 1990 fuel injection systems are going to be the dominant type of engine. And, General Motors is planning to offer an optional computer in 1989 models. Flip to Industry Trends to find out what's going on in the industry.

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Who's Calling, Please?



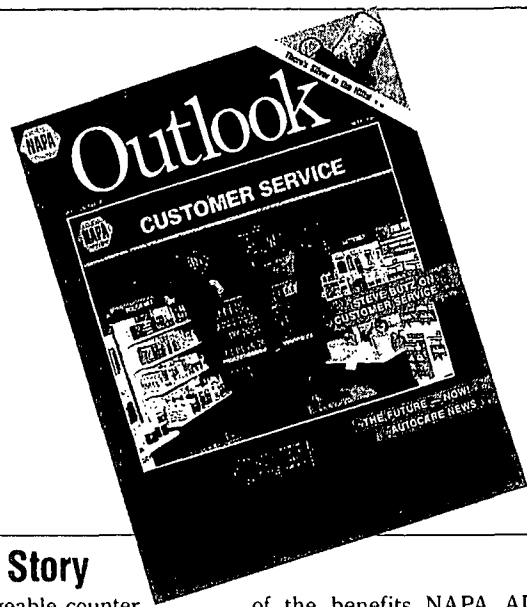
It could be the SILVERLINE Mystery Caller, a new program from NAPA Belden which could win your counterpeople some silver. Read about how to make purchasing easier for your customer with Header Cards and discover some of the positives and negatives of using coupons as well as some facts to enhance your merchandising efforts. In Creative Selling.

Page 14

Wires, Vacations, Cam Kits & Compressors

NAPA Temp Products has added a new twist to their 1987 technical clinics — vacation giveaways for participants, instructors and sponsoring NAPA Jobbers. NAPA Belden has increased its wire set coverage for import vehicles. NAPA Engine Parts introduces an MPG-Power Cam Kit to its engine kit line. And, NAPA Air Compressors expands its line with the addition of three new air compressors. It's all part of the news and new product information you need to keep your NAPA AUTO PARTS store. One Step Ahead.

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Cover Story

Knowledgeable counter people, increased sales from repeat business and customers who come to trust not only NAPA brand parts but service and advice that stands behind those parts. Those are just some

of the benefits NAPA AUTO PARTS store owner Steve Butz realized from the NAPA Professional Program. In Jobber Insights.

Page 4

Members of the Club

Fourteen NAPA Manufacturers recently became members of NAPA's 95% Club. The club is made up of NAPA Manufacturers who have met 95% or above of their order fill rates during the past calendar year. Discover which fourteen of the NAPA Manufacturers were initiated into this prestigious club for 1986. In Dateline.

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Kathy Randall
Editor &
Communications Manager

Tim Kelley
Assistant Editor and
Communications Coordinator

Dan Shaw
Contributing Editor

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NAPA HEADQUARTERS
2999 Circle 75 Parkway
Atlanta, Georgia 30339

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