

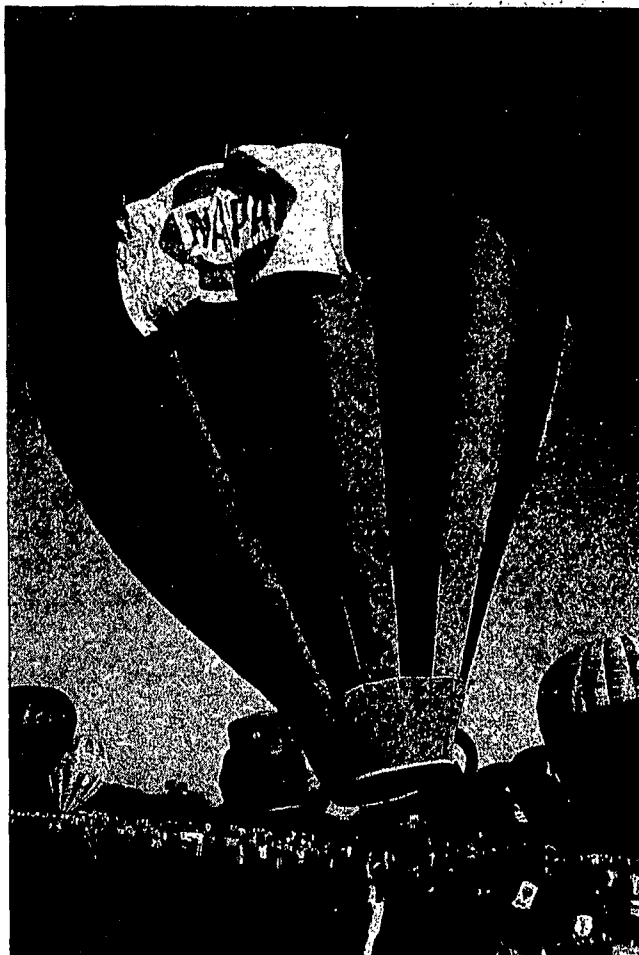
FAIRS

AND FARM-RELATED EVENTS

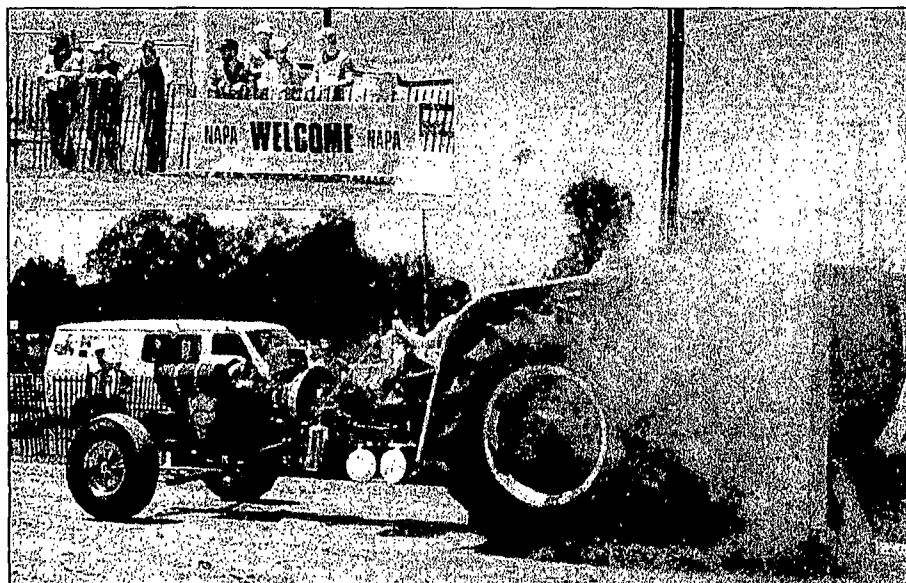
Participation in state, county or local fairs and farm-related events can be a great way to make farmers aware of NAPA's farm coverage while generating exposure to the NAPA name. This was the approach recently taken by the NAPA Indianapolis, Fort Wayne and Mt. Vernon Distribution Centers to assist their jobbers in making inroads with Indiana's farm community.

Tuesday, August 23 was Farmer's Day at the Indiana State Fair. But thanks to a special promotional package put together by these three NAPA Distribution Centers, it was also NAPA Day at the Fair.

As host for the day, NAPA received: attraction billboards surrounding the fairgrounds welcoming the big name star of the day (Kenny Rogers) and announcing major events in NAPA's name; the NAPA logo was predominantly displayed on all of the fairground shuttlebus units each day of the fair; the NAPA name and logo were included in the official fair program, over 500,000 of which were distributed throughout the state; and, the fair's public address system announced NAPA as the host of Farmer's Day every hour for 14 hours. To get the activities off to an exciting start, NAPA even sponsored a hot air balloon in the Giant Balloon Race that officially opens the fair.



The NAPA balloon readies for take-off in the Giant Balloon Race that kicked off the fair activities.



NAPA Jobber Bob Gehring and sons Rob and Hank also recognize the advantage that sponsoring local farm-oriented events can bring when it comes to getting the NAPA name out to potential customers.

The Gehrings operate Wayne Auto Parts, with 5 stores in Ohio and another 4 in Kentucky (served by the NAPA Cleveland

Distribution Center.)

For the second year in a row, Wayne Auto Parts held its July 4th Spectacular at the Wayne Country Fairgrounds, which this year drew over 2,000 people. Events of the day included a tractor pull and a demolition derby in addition to numerous NAPA Manufacturer displays.



Bill Jack (second from left), general manager of the NAPA Indianapolis D.C., presents trophy to Al Brandt, winner of the Tobacco Spitting Contest. Second and third place winners Glen Horn and Chad Stout look on.



Behind a bunch of NAPA balloons, a shuttlebus displaying the NAPA logo transports fairgoers around the grounds.