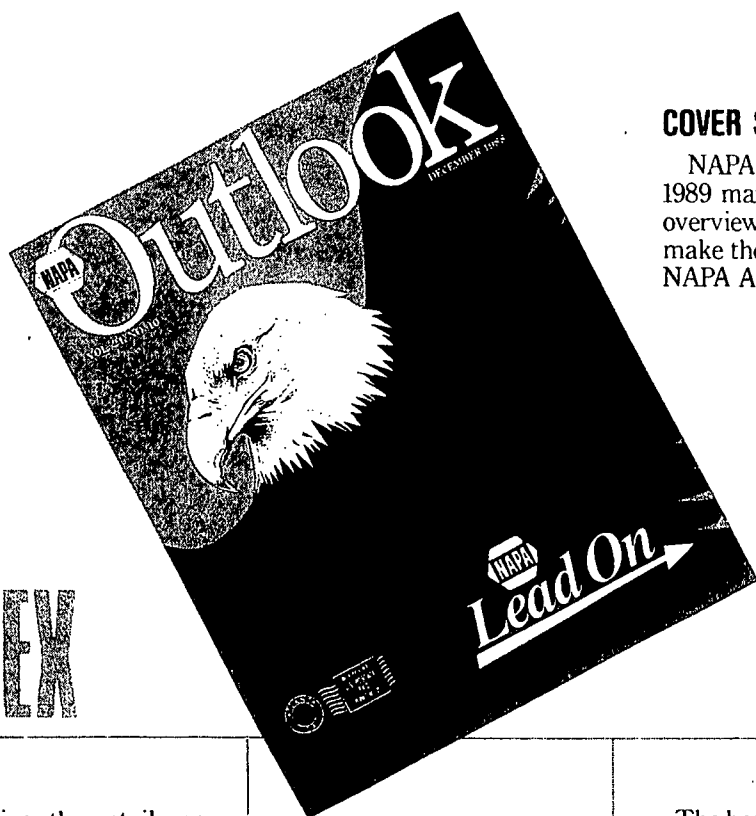


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COVER STORY

NAPA President Bob McKenna introduces NAPA's 1989 marketing theme—NAPA Lead On—and gives an overview of the current and new programs designed to make the coming year one of the most profitable for your NAPA AUTO PARTS store.

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Reaching the retail consumer is becoming more and more important to the automotive aftermarket. That's why in 1989 you and your employees will have the tools you need to understand the requirements of these customers and how to best go about meeting those needs.

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On November 17, NAPA lost one of its strongest and most effective leaders when J.R. (Dick) Degnan died. Degnan, who was vice president and general manager of NAPA from 1963 until 1975, is credited with bringing the organization into the modern marketing age. A tribute to Dick Degnan appears in this issue.

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The best programs NAPA has offered you in the past are back for the coming year. Programs that, when combined with NAPA's newest additions, will make for the strongest selling year we've ever known. Take a look at the improvements made to these programs and determine how they'll work best for you and your marketplace. Beginning on...

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That's right. In 1990 NAPA AutoCare Centers, NAPA AUTO PARTS stores and automotive specialists have the opportunity to find out about the latest innovations in the automotive aftermarket when the NAPA AutoCare Congress takes place in Las Vegas. The "Spotlight On The Future" will be shining brightly. Details on the AutoCare Congress and the 1989 AutoCare Program.

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