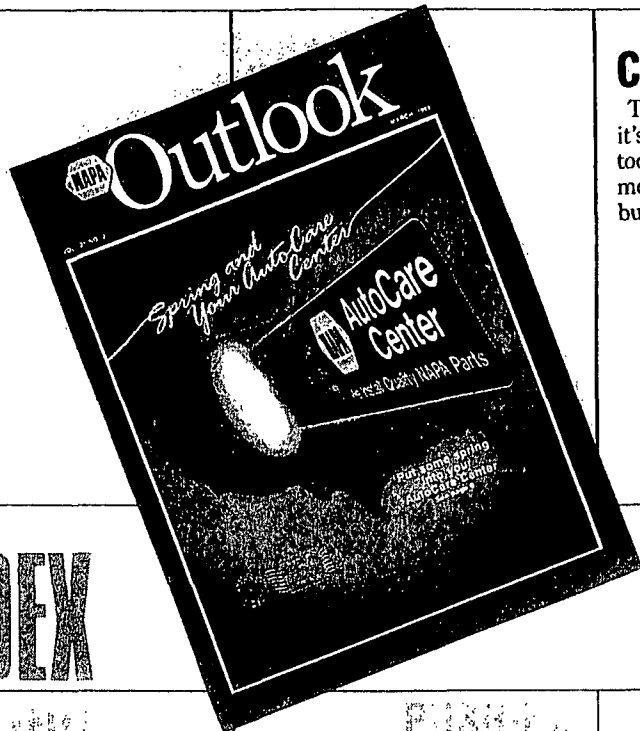




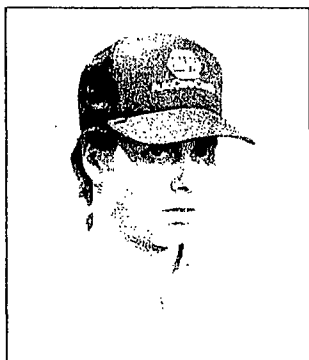
COVER STORY

The NAPA AutoCare Program is geared up for the Spring. Now, it's time to make sure you and your NAPA AutoCare Centers are too. There are seven AutoCare systems and each offers special promotions to bring consumers into your traditional dealers' place of business. See how.

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SELLING CREATIVELY



Newer and less expensive hats are now available to promote your NAPA AUTO PARTS store and your NAPA AutoCare Centers. Additionally, 13 NAPA Manufacturers have been inducted into the NAPA 95% Club and NAPA Small Engine Parts has developed a new lawn and garden display. In Creative Selling.

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PUSHING CHEMICAL SALES UPWARD

Last November, NAPA expanded its product selection with the National Consumer Brands Line. NAPA Executive Vice President Terry White explains the importance this line can have on your advertising and store traffic as well as how NAPA Oil and Chemicals (Mac's) is working to assist you in building profits. Turn to Viewpoint.

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CALLS, CLINICS AND SHOCKS

The legislation on the 10 year/100,000 mile warranty issue is still pending. So, write or call your Senators. It can really make the difference. So can a new technical clinic for your customers — the ABS Clinic from NAPA Brakes. And, NAPA Shocks adds the Strut Boot Kit to its line. Once again, NAPA is keeping you One Step Ahead.

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ACROSS MIDAS CONNECTION

A year ago January, NAPA entered into a national accounts program with Midas International. Over the course of 14 months, the test program has been put into action and introduced to 1,650 Midas locations nationwide. What occurred to get NAPA and Midas in a joint program and where is it headed in the future? Find out.

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STRONGER RIGHT TO KNOW

In fact, the right to know has become law. The High Risk Occupational Disease Notification and Prevention Act to be exact. And, if your employees or your customers' employees are handling certain products, it could affect your business. Another coming trend.

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FOR THE RETAIL MARKET

NAPA hasn't forgotten about the ever increasing retail market. It's too good of an opportunity to miss out on. So, for 1988 there are five Price/Product Promotions designed especially to



boost that do-it-yourselfer group. Product specials, targeted advertising, point-of-purchase materials. You name it, you've got it.

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