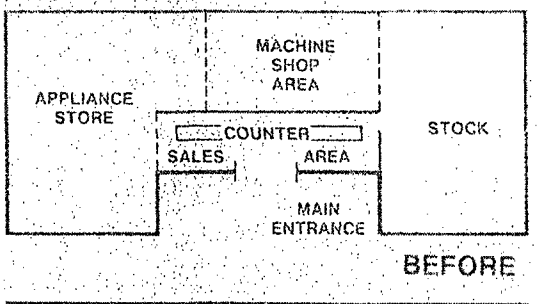
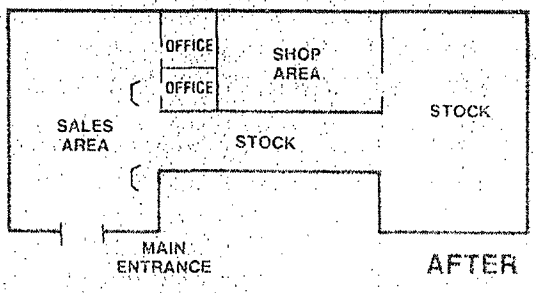


A unique feature of the store's new sales area is the inclusion of two U-shaped counters. These allow ample space for the catalog racks, 2 CRTs per counter and the merchandising of impulse items without crowding the customer's writing area.







Outside the store, pennants, banners and the new NAPA Oil "inflatable" were all in place to let people know that something special was going on during Automobile Accessories' grand re-opening.



Inside the store, a mini-concession stand was set up to provide free refreshments to customers as they browsed around the spacious new sales area.

When plans were completed, Spike Boehle, Ross, Greg Boehle (operations manager for the Boehle-Ross group of stores) and Bob Moore, store manager, called on the assistance of their store employees and representatives from the NAPA Sacramento Distribution Center and NAPA suppliers. Within a few days, the dark, cramped sales area was no more; instead, Automobile Accessories offered a bright, modern sales area with spacious aisles merchandised so as to positively *invite* browsing around. In fact, since the store's expansion, Automobile Accessories is now one of the largest auto parts jobbing stores in the Redding area — and it's certainly one of the best looking.

The Grand Re-Opening of a "New Old Store"

To introduce the Redding area to their "new old store," Automobile Accessories' management decided to hold a grand re-opening, themed around the store's 60th year in business and its recent renovation — a weekend celebration with advertised product specials, contest drawings and special activities.

Although the Boehles and the Rosses wanted the special sales event to act in part as a catalyst for increased retail traffic, they also wanted to make sure that the promotion offered benefits and incentives for traditional customers, as well. This resulted in a two-step approach.

To promote the event to dealers, two sets of flyers were printed — one listing a variety of dealer-oriented price/product specials offered in conjunction with the store's anniversary celebration, the other announcing the prizes for the drawings. These were mailed to current dealer customers the week before the scheduled sales event. Additionally, during the two days before the grand re-opening, factory and D.C. representatives called on 43 potential traditional accounts in the area, distributing both of the flyers and copies of the NAPA Balkamp catalog.

To promote the store's grand re-opening to retail consumers, Automobile Accessories boosted their local advertising efforts. As the store generally utilizes radio as its primary local advertising medium (supplemented by newspaper), Automobile Accessories purchased an increased number of 30-second spots on four different local stations to cover the immediate area.

To fill the spots, Spike Boehle wrote a series of different radio ads, each taking a different approach to announcing the details of the sales event. As Boehle explains, "By using four different stations and an increased number of spots, we knew we could fairly well saturate the area. However, as our radio advertising would be running within a fairly short period of time, we wanted