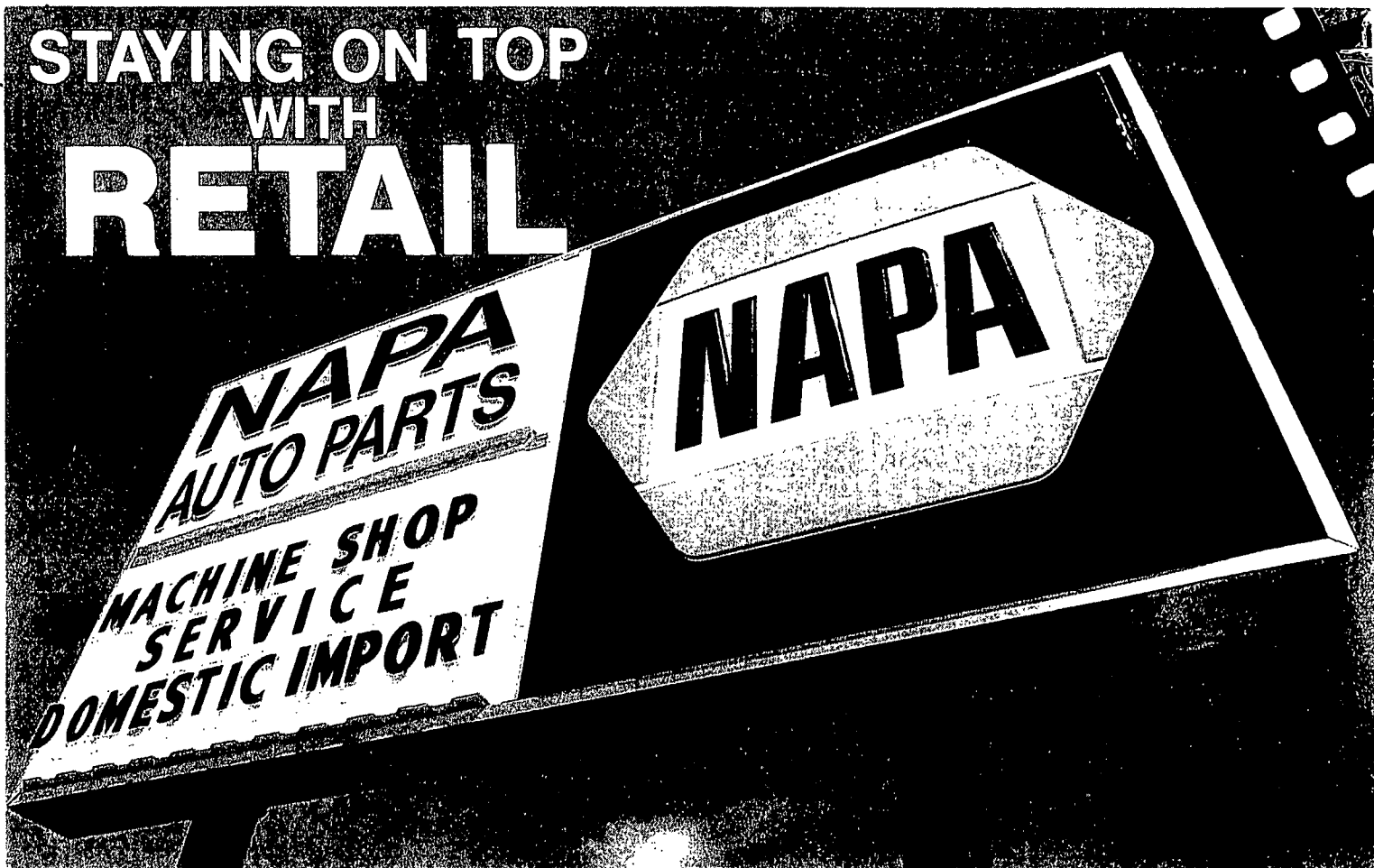


STAYING ON TOP WITH RETAIL

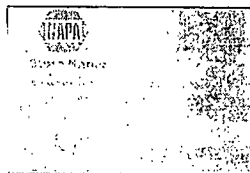


The face of the automotive after-market has changed. For many years, your customers were almost all members of the traditional market and your competition, like you, was set up to serve them.

Now, the marketplace has been broadened. Currently, it includes the retail trade and your competition, like you, has changed to accommodate the do-it-yourselfer (DIYer).

That's why NAPA — understanding that while the traditional customer is still your bread and butter, the DIYers of this world present too big of an opportunity to ignore — offers programs and promotions designed to increase your store traffic and to sell parts and products to the retail market. Programs such as Yellow Pages, the NAPA National Warranty Program, 1-800-LET-NAPA and the Pipeline Graphics. For 1988, even more programs have been developed with the retail customer in mind.

The Solo Direct Mail Program



This program is designed to reach consumers within your zip code (or any zip code you choose) with a series of

direct mail pieces. Why direct mail? For some very good reasons. First of all, it allows you to select your audience because you determine the area to which it is distributed. Direct mail has an extremely high rate of response and it gives a more personal touch to your advertising since it is addressed and mailed to specific individuals.

While those are the basics of any direct mail program, the NAPA Solo Direct Mail Program offers more. The design of the pieces is attractive, meaning it will gain the attention of the recipients. The two color, 11" x 17" mailer, which folds down to 8½" x 5½" for mailing, features the kinds of items that consumers are looking for, that are sure store traffic builders and that are fast-moving.

The Solo Direct Mail Program will be personalized with your store's name, address and phone number. If you have more than one store, or are working together with another NAPA store in your area, it's possible to have more than one store's information listed on the mailer. Additionally, you can use the mailer as an in-store circular by simply ordering extra copies.

There are three different pieces making up the 1988 Solo Direct Mail Program. The first is scheduled to be

delivered to your selection of recipients in early May, the second in early July and the third in early December.

The NAPA Solo Direct Mail Program — it's easy for you (all you have to do is sign up and indicate the zip code area of your choice) and it's effective advertising to your retail customers.

Consumer Brands

There are certain brand names which are easily recognized by the public. In the automotive product category, this includes chemical products such as STP, Gumout, Armor All and Rain Dance. These products are highly visible and consumers often ask for them by name.

Now, you're going to be able to take advantage of the visibility of these products with NAPA's new Consumer Brands Program. Because these products can now be ordered directly from your Distribution Center.

NAPA's own brand of chemical products aren't going away (in fact, their prices have gotten better for you). Rather, you'll have the option of offering both the NAPA brand line products and the consumer brand products. It's another chance to build store traffic from the retail market and improve your sales.