

NAPA'S FALL CAR CARE DAYS: BRINGIN'

CAR CARE DAYS

the standard is quality

the baseball page

CAR CARE DAYS

100% OIL	\$7.00
LUBE AND WASH	\$3.97
1 HOUR 100% OIL	\$2.79

In the good old days whenever people needed auto parts or supplies, they automatically headed for the neighborhood parts store. If their car had a problem that couldn't be diagnosed or repaired at home, they automatically took it in to the neighborhood service station, which in turn bought supplies from the neighborhood jobber. Nice system — except that it didn't last. You see, wherever there's good business like that going on, it's going to attract competition.

Today, it seems as if everybody is in the market to sell auto parts and services. Specialty shops, mass merchants, discount and department stores are all selling automotive replacement parts — and in some cases, repair services — to customers. Furthermore, such outlets have offered powerful buying incentives — low prices, fast service, and highly visible and convenient locations — causing "bargain" conscious consumers to flock to these outlets in droves, utterly forsaking the neigh-

With careful planning and your enthusiastic support, a successful Car Care Days promotion is in the bag.

borhood service station.

Unprepared for such a drastic customer preference change, these neighborhood stations, suddenly found themselves irreversibly losing sizeable chunks of their service repair trade. To make things worse, many station owners discovered that they had placed themselves in a position whereby cultivating other sales opportunities to compensate for lost business was going to

be next to impossible.

For years many service stations had enjoyed a large, fairly dependent market. They hadn't been faced with the need to scramble for business by keeping up with a changing industry. Many station owners had simply opted not to offer repair services for the newly specialized domestic and import automotive systems, thus avoiding the trouble and expense of further training and equipment purchases. Consequently, when the "dependent" customer base chose to take their business elsewhere, all of the operators who had refused to expand their capabilities found themselves unable to offer the repair services necessary to reclaim lost business.

These station owners also had other problems which made attracting new business difficult. Since they'd never had to solicit customers before, most had never bothered to advertise. Moreover, by now it was too late for them to remedy that situation — declining sales bases had made any