

PBE AND \$9.2 BILLION IN SALES

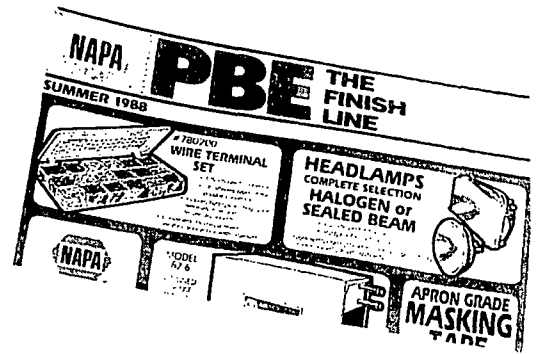
It's out there. Over 9.2 billion dollars in sales to paint and body shops across the nation. But for the stores supplying the products, it's a sure bet that they must tell paint and body shop owners about what they can provide in order to get the biggest share of that 9.2 billion dollar market. In 1989 your NAPA AUTO PARTS store will be able to do just that with the PBE Flyer.

Entering its second year, the PBE Flyer promotes NAPA's coverage and product availability to the paint and body shops in your marketplace. And it drives home the fact that NAPA can service the total needs of these customers.

PBE Flyers will be distributed in the coming year for three promotional periods—March/April, June/July and September/October. Each flier is a four-color, four-page tabloid which offers select product specials and highlights an average of 38 different items. The fliers can then be distributed to paint and body shops. The cost for all three of the fliers is \$25.00, which provides you with 25 copies of each issue.

Prior to each promotional period, participating NAPA AUTO PARTS stores will receive information which details the elements of the upcoming flier. Product orders will be shipped between the 15th and 25th of the month preceding each promotion and the fliers themselves will arrive at approximately the same time.

Getting the paint and body shop business. That's what the PBE Flyer is all about. Make sure you get your share. Sign up today.



GET A REAL DEAL IN 1989

In some instances, it's a combination of the old and the new which makes the present and the future better. By taking the best from what came before and adding to it, a program is improved. And that's exactly what the NAPA Tool and Equipment Group has done for 1989.

It all begins with the return of the Real Deals Program, one of the most successful NAPA programs around. Again in 1989, there will be three Real Deals promotional periods, each with its own eight-page tabloid. And again in 1989, the Earn or Return option is available to let you sell NAPA tools and equipment and return anything you don't sell at the end of each Real Deals promotion (within 30 days of the promotion's end). To help you in getting those Real Deals sales, the promotions will also be backed by national print advertising in *Motor* magazine.

As has been done in the past, there are two plans available for your Real Deals program. Plan A gives you copies of the tabloid and leaves the means of distribution in your hands. Plan B handles all the aspects of distribution for you.

But whichever plan you choose, you'll receive something else in the coming year that is going to push your Real Deals sales even higher. Each of three

promotions will have its own set of brand new merchandising materials, including window banners, shelf talkers, tabloid counter stands and price tags. Thereby, making it easier to merchandise Real Deals products and easier to increase sales.

Once your Real Deals displays are up, you can win by entering the NAPA Tool and Equipment Group's Focus On Merchandising Sweepstakes. By just setting up your Real Deals displays and following the guidelines provided in the sample photograph included with each Real Deals information packet, you'll be eligible for the Focus On Merchandising drawing. Just send in a photograph of your Real Deals display (with your name, your store name, address and telephone number on the back) after each promotion and you could be the winner of an RCA VHS video camcorder. But if you don't win the camcorder and you're one of the first 500 stores to send in a photo for any of the three drawings, you'll still win. Because you'll receive a Kodak Fling self-contained camera absolutely free.

New for 1989 are the pocket-size brochures which will come out prior to each of the three Real Deals periods. These brochures contain product descriptions, feature benefits and suggested applications—in short, all the information you'll



need to have at hand about the featured products.

The NAPA Van Program is also going to make a big impact on your 1989 Real Deals sales. With the expanded Van Program you can bring Real Deals products directly to your customers, both current and prospective. Your Distribution Center will be able to tell you more about the expanded Van Program.

Over 4,400 NAPA AUTO PARTS stores realized the value of the Real Deals Program in 1988. Join them in 1989 and watch your tool and equipment sales take off.