

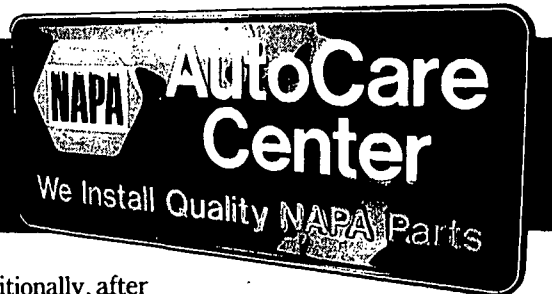
It's March. And that means it's time once again for one of NAPA's key selling periods. Spring is a major season for your NAPA AUTO PARTS store and its customers. This year your customers, particularly your traditional customers, will benefit from this season in a way they never have before. Because this spring, traditional customers participating in the NAPA AutoCare Program have available to them special sales-building promotions designed to bring consumers into their repair facilities. Together, you and your

the consumer receives the rebate check, he or she must bring it back to the dealer in order to have it co-signed. The dealer, therefore, has an additional opportunity to make a sale. Better still, since the rebate is handled directly by the manufacturer, there is no financial responsibility on the part of the AutoCare dealer.

With the cooling and heating system promotion, customers of your NAPA AutoCare Centers will receive a specially priced air conditioning system check

as coolant, brake fluid, transmission fluid, lights, hoses and wiper blades. Special savings for you from NAPA Oil and Chemical (Mac's) and NAPA Filters can be passed from your store to the NAPA AutoCare Center and then onto the consumer with discounted prices on the 25 top selling light-duty oil filters and 10W-40, 10W-30 and HD 30 oil (the suggested consumer price for an oil and filter change being \$14.95).

Put some **SPRING** into your



AutoCare dealers decide which of the promotions will work most effectively in your area to increase sales and build traffic. That's good news for your traditional customers and good news for you.

THE SYSTEMS

From each of the seven AutoCare systems — brakes; tune-up; cooling and heating; shocks, suspension and drive train; batteries; oil and filters; and exhaust — are a series of newspaper ad slicks, point-of-sale (P.O.S.) materials and radio scripts. These materials were developed to make consumers aware of the NAPA AutoCare Centers and the specials they are offering.

THE PROMOTIONS

As mentioned above, you and your AutoCare customers pick the promotion which will work hardest in your location.

From the brake systems group, AutoCare dealers have three price promotions to choose from. The first being a special on services on domestic and import vehicles; the second, a special on service for import vehicles; and, the third, a special on service for front wheel drive vehicles.

Consumers will be attracted to your traditional customer's facility by the rebate offering included in the NAPA Real Tune-Up promotion. Up to \$20 can be refunded, directly from the manufacturer, to the consumer when his or her automobile is tuned-up at a NAPA AutoCare Center. As a special incentive to bring the consumer back to the AutoCare dealer, the rebate check is a two party check — made out to the consumer and to the AutoCare dealer. So, when

and service program. Additionally, after taking advantage of the air conditioning service offered this spring, consumers will receive a \$5 coupon, direct from the manufacturer, for use in the fall of 1988.

A direct mail program, to potential customers in the AutoCare Center's area, is included in the shock, suspension and drive train system. With each mailing consumers will receive a free pocket road atlas; coupons good on the Gas Deluxe HS shock, the Super Boot and the NAPA Vari-Load Coil Springs; a four-color flier; a suspension system brochure; and, a glove compartment folder.

A free battery check makes up the promotion from the AutoCare batteries system. Designed to build repeat business for your traditional customer, the promotion is effective whether or not a consumer needs a battery. Here's how it works: if the free battery check shows that the consumer's battery is weak, the AutoCare dealer can then sell a new battery. If the battery checks out okay, then the dealer simply places a sticker on the battery. When the battery does need replacing, the sticker serves as a reminder to return to the AutoCare Center. Your AutoCare dealers will also be able to attract consumers by offering a special suggested discount on NAPA batteries — either \$15 or \$20 off the regular price (with exchange).

Those AutoCare customers promoting oil and filters this spring will be able to increase their profits by using a 12-point maintenance checklist. This list serves as a reminder to check for related sales opportunities in areas such

Another direct mail program, to bring potential customers into the traditional customer's repair facility, is a part of the promotional offering from the AutoCare exhaust system. Through this program, 1,000 potential customers will receive a personalized letter and two coupons offering specials on the NAPA Advantage Muffler and the NAPA SILVERLINE Muffler.

SIGNAGE

If you've selected a promotion and the wheels of your AutoCare Program are already in motion, then you're on the road to a great 1988. But don't stop quite yet. As an added bonus, you can assist your AutoCare dealers in promoting (and tying in with the special television ads running during this time frame) his NAPA affiliation by purchasing dealer signage.

Until April 30, 1988, you can save up to as much as 64% on dealer signage. This signage includes wall mounted metal signs, dealer decal packages, driveway signs, hanging signs and something new — a tacker sign which reads, "NAPA AutoCare Center... We Install Quality NAPA Parts". Additionally, a three panel Design-A-Sign, specifically for your AutoCare dealers, is now available.

The NAPA AutoCare Program — a promotion which is going to mean big business for both you and your most important customers, your NAPA AutoCare Centers.