NAPA Outlook

VOL. 17 NO. 1



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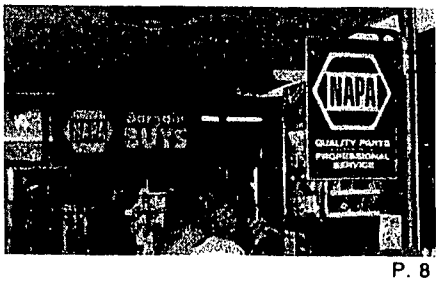

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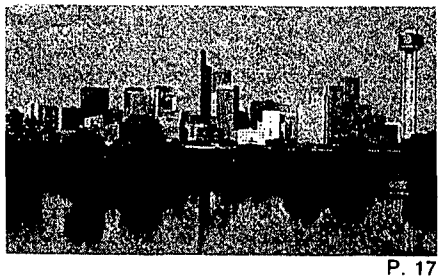

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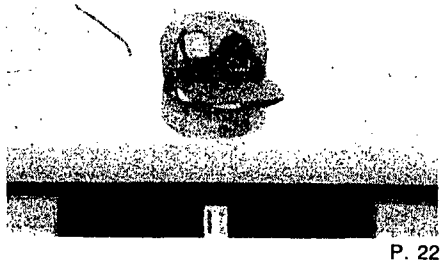

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NAPA'S REAL DEALS NOW UNDERWAY 7

There's still time to sign up for NAPA's new Real Deals Program. But act quickly — you won't want to miss out on this fantastic new tool and equipment sales booster!

IT'S OLD, IT'S NEW & IT'S CELEBRATING.....8

Here's how the team at Automobile Accessories Company, Redding, California, turned an old store into a new store and then celebrated with their dealer and retail customers in an all-out grand re-opening sales event.

IMPORTS IN '84: THE TIME IS RIGHT! 12

It's a new year and the time is right for aggressively pursuing the growing import parts replacement market. With an aging import vehicle population, import car dealers are losing their stronghold on replacement parts sales — which means now's the time for you to capitalize on this sales growth opportunity.

DALLAS TO WELCOME NAPA JOBBERS IN 1984! 17

Dallas, Texas — an exciting, extravagant, impressive city — *AND* the site of your 1984 NAPA National Business Conference! Here's a sneak preview of just some of the many things to see and do when you join with the rest of the NAPA network in Dallas this September...

DATELINE NAPA 22

Items of interest to NAPA and its people.

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Chris McLean, Editor & Director of Communications

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