

LEAD ON WITH NAPA AUTOCARE PROGRAM



The NAPA AutoCare Program continues to be one of the top customer benefits you can offer to traditional service installers. The program assists them in effectively marketing and promoting their businesses in a way that no other competitor can match. Let installers know that NAPA understands their needs and wants to make them more successful. To assist you in that effort, NAPA AutoCare Program Manuals, along with seasonal updates in the spring and fall, have been provided.

Spring and fall AutoCare promotions, based upon seven automotive systems, will again be available to NAPA AutoCare Centers in 1989. The seven systems are: batteries, brakes, cooling and heating, exhaust, oil and filters, tune-up and shocks, and suspension and drive train. The promotions will be supported with AutoCare P.O.P./Ad Kits, containing P.O.S. materials and radio and newspaper ad materials.

In addition, two-week national television advertising periods featuring the "Best Garages in America" commercials will remind viewers that NAPA AutoCare Centers employ the best technicians, offer the best service and install the best parts. The seasonal commercials will remind motorists that now is the time to take care of their cars. National advertising also encourages service consumers to look for local specials on service work related to the seven automotive systems, making local advertising vital to the success of this segment of the national television advertising.

To ensure that you and your traditional customers take full advantage of the NAPA AutoCare Program, a booklet has been developed covering 10 steps to "Building a More Successful AutoCare Program." The suggestions serve as an excellent guideline to nurture the personal commitment necessary from NAPA AutoCare Centers in order for the program to prosper.

The NAPA AutoCare Program is the link to building a better relationship with your best customers. It gives them the edge to compete with national chains. "I see AutoCare as the centerpiece of my business future as a NAPA Jobber," says Lenn Lee, owner of NAPA AUTO PARTS/Westbrook Supply, Inc. in Texarkana, Arkansas (served by NAPA Dallas).

To continue to help sell NAPA AutoCare, the dealer leave-behind brochure continues to be available at a minimal cost of 75 cents each from NAPA Headquarters. Dealer advertising in major automotive magazines such as *Motor*, *Motor/Age*, *Super Automotive Service*, *Service Station Management* and *Import Service* will continue to run in 1989, a spotlight on the future of the automotive aftermarket with the NAPA AutoCare Congress in early March of 1990 in Las Vegas, Nevada. This is an excellent opportunity for you and your traditional customers to hear top industry speakers, see manufacturers' exhibits and talk to representatives about changes in advanced automotive technology and vehicle servicing. A 100,000-plus-square-foot exhibition hall will feature all NAPA

product lines as well as major service equipment.

Three days of seminars and four days of illuminating exhibits will be offered in hotels along the Las Vegas Strip. The 1990s bring a decade of new technology, innovative marketing and increased competition. Make sure that you and your dealer installers are ready to meet the challenges. It's a chance that you and your best customers won't want to miss.

An effective way to communicate information about the AutoCare Congress and enroll participants is to hold dealer meetings in January and February. Another incentive to encourage sign ups is to develop an earnback program. The final enrollment deadline for the AutoCare Congress is March 15, 1989. All participants are automatically eligible for the enrollment sweepstakes as soon as they sign up for the AutoCare Congress. Prizes include air transportation for two couples to London, Paris or Madrid and air transportation for two people to Australia with a stopover in Hawaii.

Billings will be sent in three invoices: June 15, September 15 and December 15. To help defray expenses, many NAPA Manufacturers will offer NAPA Dollars throughout 1989 as part of product specials. NAPA Dollars may be ordered for your own use and are available in denominations of \$1, \$10 and \$20.

The AutoCare Congress, developed for you to offer to your customers, is a way to present the latest information on the aftermarket industry that only an organization like NAPA could promise and deliver. Don't be left in the dark. Sign up to place a "Spotlight On The Future."

Join the 1990 NAPA AutoCare Congress in Las Vegas!

