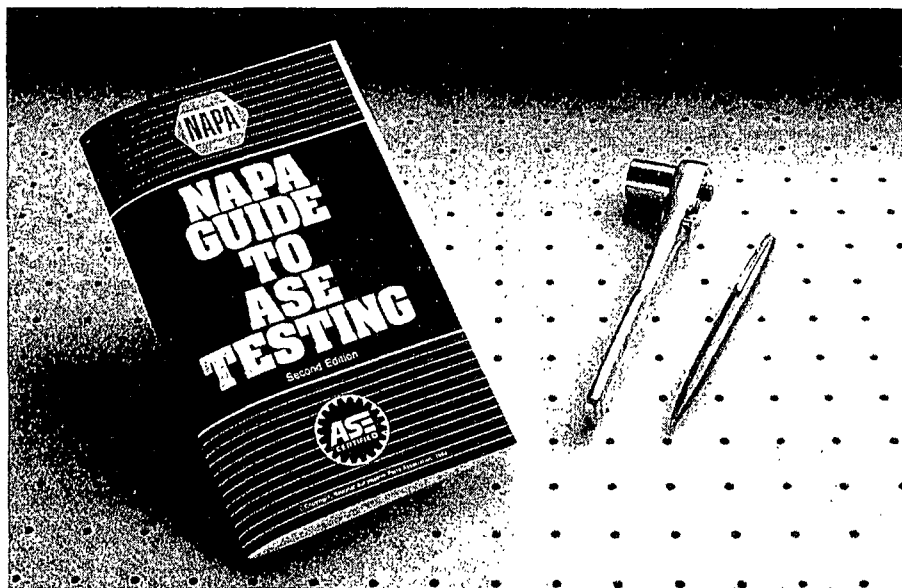


NAPA ANNOUNCES THE SECOND EDITION OF THE NAPA GUIDE TO ASE TESTING



AVAILABLE IN EARLY 1985 FOR YOUR SERVICE REPAIR CUSTOMERS

In 1972, the National Institute for Automotive Service Excellence (ASE) began a program of voluntary testing and certification for automotive technicians in the United States. ASE's certification tests, given twice a year, measured diagnostic and repair skills in six technical areas of automobile repair. Automotive technicians who could pass these voluntary tests and meet ASE's work experience requirements received ASE's certification of automotive repair competency and were eligible to wear ASE's emblem of automotive service excellence.

NAPA firmly supported ASE certification as a method of promoting both consumer trust and quality automotive repair services. Therefore in 1979, in order to assist NAPA's service repair customers in attaining such valuable certification, NAPA published the first "NAPA Guide to ASE Testing." Containing previews of ASE's test formats as well as examples of the types of questions asked and the emphasis which each test section had in the total score, the NAPA guide proved to be an invaluable study aid.

The response to this much needed publication was overwhelming. Over 50,000 copies were distributed via NAPA Jobbers and NAPA Distribution Centers and NAPA Manufacturers to thousands of dealer customers and Vo-Tech schools across the country. Numerous NAPA Jobbers even used the publication as the basis for ASE test preparation clinics held as a special service for their customers.

Since 1979, professional support for voluntary certification has continued to grow. Over a quarter of a million dedicated automotive technicians have earned certificates of excellence in automotive repair. Registrations for the Spring of 1984 ASE Cer-

tification Tests reached record-breaking proportions and Fall test registrations promise to do likewise.

In light of the increasing acceptance which ASE certification has gained over the past twelve years, the testing programs have recently been expanded and updated.

Consequently, in order to meet the needs of its service repair customers taking the revised ASE Certification Tests, NAPA is pleased to announce that an expanded and updated edition of "The NAPA Guide to ASE Testing" will be available in early 1985 through your NAPA Distribution Center.

The new "NAPA Guide to ASE Testing" has been revised to reflect the changes that have been made in the ASE Automobile Test series, which includes the following 8 areas of expertise: Engine Repair, Automatic Transmission/Transaxle, Manual Drive Train and Axles, Front End, Brakes, Electrical Systems, Heating and Air Conditioning, and Engine Performance.

Additionally, the second edition of "The NAPA Guide to ASE Testing" has been expanded to include test preparation material for ASE's Auto Body Tests, which highlight specialization in Body Repair and Painting and Refinishing.

The new "NAPA Guide to ASE Testing" is divided into ten sections, each corresponding to one of the eight Automobile tests or to one of the two Auto Body tests. Each section contains test specifications listing the material that is covered on that particular test, along with the number of test questions devoted to each topic.

Following each section's test specifications is a Specifications Task List describing the activities a technician would nor-

mally perform in each technical area covered on the test.

These lists are not only valuable in studying for certification but are also useful as a reference guide in day-to-day repair work.

Sample test questions follow the Specifications Task List so that the reader may get a feel for exactly how the questions will appear in the real certification tests. Answers to the sample questions will be located at the end of each section. The answer to the first question is discussed in detail to give readers an idea of how to analyze answer choices.

"The NAPA Guide to ASE Testing" concludes with a reference materials section containing a thorough list of publications on various automotive systems and repair procedures. This section is not only helpful in preparing for the test, but is also invaluable as an ongoing reference source.

The "NAPA Guide to ASE Testing" is a vital sales tool that you can use to encourage your service repair customers to become ASE certified for their personal as well as professional benefit.

Since 1979 the benefits of ASE certification have been readily apparent. First and foremost, the ASE Blue Seal of Excellence attracts customers. Today's repair customer demands efficient and quality service from an automobile technician they can trust. An ASE certified technician has visible proof of his knowledge of automotive repair and his dedication to quality service. Consumers can therefore feel more confident about the quality of the work to be done. And as you know, increased customer confidence means increased business opportunity in any service industry.

Furthermore, technicians who take ASE's certification tests often find that the quality of their work does improve, for by using test results they are able to pinpoint areas in repair knowledge and skills in which they are weak and need additional training.

This combination of increased customer confidence and quality repair work has made, and continues to make, ASE certified technicians some of the most sought after professionals in the automotive repair industry. And in the increasing competitiveness of today's automotive repair market, this can be vitally important.

NAPA has, and will, continue to support excellence and quality in automotive repair work in every way possible. With "The NAPA Guide to ASE Testing," NAPA Jobbers across the country have a unique opportunity to provide an invaluable service — to see to it that their service repair customers continue to be among the most dedicated, professional, and highly skilled members in the automotive repair industry today!