



Lead On

IN 1989



by Bob McKenna,
NAPA President

When those 28 men met in April of 1925 and built the organization which is now known as NAPA, they more than likely had no idea of how large the National Automotive Parts Association would become. In a short 63 years—less than one lifetime—NAPA has become the largest and best source of automotive replacement parts in the country.

As we enter into the final year of the 1980s, NAPA will "Lead On" in the '90s.

"NAPA Lead On" is our marketing theme for 1989 and we believe it's one which sums up exactly what all levels of the NAPA system will continue to do in the future. But in order to lead on both nationally and on the local level, the programs must be available to assist you, the NAPA AUTO PARTS store owner and manager, in maintaining your leadership position.

In this issue of *Outlook* we have compiled an overview of the programs which are available to you for the coming year. On the following pages you'll be able to see how the marketing efforts against all five market segments are going to become larger and stronger.

For the traditional customer, the AutoCare Program and the establishment of more NAPA AutoCare Centers will be the focus. To offer those AutoCare Cen-

ter customers even more, we're announcing the NAPA AutoCare Congress to be held in Las Vegas during March of 1990. You'll also see how the Real Deals Program and the P.B.E. Flyer are being improved.

To assist you in gaining a larger share of the retail market, we've developed a program which brings all of your retail efforts together—the Retail Marketing Program. The purpose of this program is to make it easier for your store to implement a sales event which brings consumers into your location and by doing so increases your overall sales and profits. But for so many NAPA AUTO PARTS stores retailing is a different way of doing business. So to help you understand more about the hows and whys of retailing we've also developed the Retail Training Seminar, a two-day course which demonstrates the most effective method for being an effective retailer.

The farm market will continue to be a key segment and there have been major improvements with the Farm Circular Program. You'll be able to successfully market for these customers with the Farm Impact Kits and a sweepstakes whose spring winner will win a trip to Hawaii and the fall winner, a Chevy S-10 pickup.

The marine market will have a brand new catalog and you'll be able to offer special promotions from NAPA Manufacturers which will bring marine customers directly into your store.

The heavy duty marketplace will go further in reaching its full potential next

year with an emphasis on brake systems. You'll also see a greater emphasis on training for this market in the months ahead.

In this issue you'll also read a message from Larry Prince, president and chief operating officer of Genuine Parts Company and a member of the NAPA Board of Directors. His message is an important one, giving us insight into our business from both an historical and a futuristic perspective.

Additionally, and on a sadder note, this issue contains a tribute to Dick Degnan, vice president and general manager of NAPA from 1963 until 1975. Dick passed away last month and we join together in mourning the loss. One thing I can tell you with certainty is that Dick Degnan was pleased with the direction in which NAPA is moving. He was a strong believer in the future of our organization and, in fact, laid much of the groundwork for the programs and success we have today and will continue to have in years to come.

Our best programs return in 1989—the NAPA Store Design Program, the NAPA Credit Card Program, the Yellow Pages Advertising Program, the NAPA National Warranty Program, Customized Classification, Computer Cataloging and 1-800-LET-NAPA to name a few—and in returning join together with our recent additions to give you the best in what the automotive aftermarket can offer.

So, once again I invite you to read through this special issue of *Outlook* and discover for yourself just how NAPA will "Lead On" in 1989 and beyond.

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