

Editor's Note: In January of 1987, Midas International and NAPA began a test in Tampa, Florida, involving 19 Midas locations. Based on the success of that test, as well as additional tests in Columbus, Ohio and Syracuse, New York, the program has been expanded to reach NAPA AUTO PARTS stores and Midas locations throughout the country.

As more nationwide chains realize the benefits of dealing with one primary supplier of automotive replacement parts and products, the NAPA National Accounts Program represents a growing opportunity for NAPA AUTO PARTS stores across the country. And, many of those nationwide chains are coming to appreciate the advantages from one supplier in particular: NAPA.

One such nationwide chain is Midas International, whose management met with NAPA Headquarters in early 1986 to examine the possibility of a joint National Accounts Program. This program is now in effect. Its objective is for the Midas franchisee to utilize the local NAPA AUTO PARTS store as the primary source of supply for

sents the largest segment of Midas' business (66%), Midas franchisees now offer brake service (18%), shock absorbers (11.5%) and chassis work (4.5%). In addition, Midas recognized the need for proper training to continue to increase their market share. So, in 1974, Midas International opened M.I.T. — the Midas Institute of Technology — to assist key personnel and franchisees in improving their business skills and in learning new business techniques.

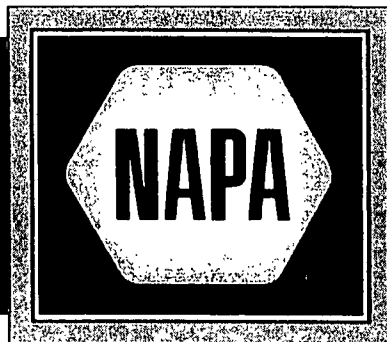
Like NAPA, Midas has a distribution system to support its locations. This system includes 12 distribution centers across the country which distribute to the various Midas locations in much the same way your NAPA Distribution Center distributes to your NAPA AUTO PARTS store. However, unlike NAPA, Midas Distribution Centers are unable to supply 100% of the needs of their outlets. And traditionally, Midas shops have had to source the remainder. That's how NAPA fit into the picture.

Late last year, after completing the successful test programs, the Midas-NAPA National Accounts Program

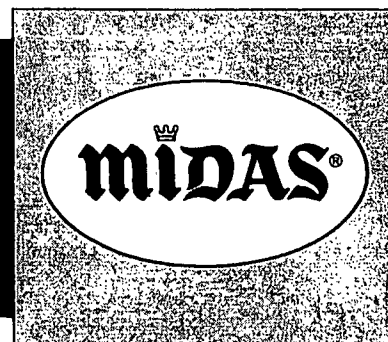
In order to enhance this program, you can add certain elements to those mentioned above. Depending on the needs of the Midas outlet in your area, an outside salesman to make regular calls on this customer is an added bonus. Through his calls, your outside salesperson will be able to develop a rapport with Midas. Also by providing catalogs and price sheets on select product lines and specialty catalogs, such as the NAPA Parts For Imports Catalog and the OEM Interchange, you'll be going one step further to demonstrate your commitment and ability to meet the needs of the Midas customer.

A special tool, designed specifically for the Midas-NAPA Program, is the Midas-to-NAPA/NAPA-to-Midas Interchange. Ready for distribution shortly, this interchange has been assembled by a joint effort between Midas International, select NAPA Manufacturers and NAPA Headquarters. It will go a long way in helping your store and local Midas locations improve the effectiveness of the communication process.

Granted, pulling together a program



THE NAPA-MIDAS CONNECTION



automotive replacement parts which are not in stock.

To understand more about why Midas needed one nationwide supplier, it is first necessary to understand a little bit about Midas itself. Midas International was founded in 1956, when it opened its first franchise shop in Macon, Georgia. Utilizing the original Midas concept of franchising, providing courteous and professional exhaust service and supplying a guaranteed muffler, Midas grew quickly — opening a hundred shops in 40 states in their first year. By 1979, Midas had opened its 1,000th location and today, there are 1,650 franchises in the United States.

As the automotive repair and service industry grew over the years, Midas moved to establish a spot for itself. They improved their market share by expanding on the type of repair service they offer. While exhaust repair repre-

was taken nationwide. The program was introduced to the 1,650 Midas locations through a series of regional dealer meetings held across the country. These meetings took place so that Midas franchisees were familiar with the program and so that the stage would be set for the local NAPA AUTO PARTS store to present the services he or she can provide.

The Midas-NAPA Program provides the Midas outlet with many of the same services which are available to NAPA's traditional customers. Each Midas location is assured of availability to NAPA's inventory through the local NAPA AUTO PARTS store, while at the same time receiving competitive pricing and timely delivery service. Additionally, the Midas franchisee knows he will receive parts which are the highest quality available. This quality is an important point for Midas as each Midas location offers a limited lifetime warranty on many Midas repairs.

of this size has created some unique challenges for the NAPA system. But they are challenges which are and will continue to be met. Already, the majority of NAPA AUTO PARTS stores have said they are anxious to participate in this program and the sales increases since the program expanded nationally show this to be true. This program is expected to continue in its growth and sales will continue to increase right along with it.

With this kind of program Midas will benefit and more importantly, so will NAPA AUTO PARTS stores. The Midas outlet can utilize the services of the local NAPA store, in conjunction with the Midas Distribution System, to obtain the most complete supply program available in the automotive aftermarket. And, the NAPA AUTO PARTS store will be able to take advantage of the outstanding sales opportunity awaiting it.