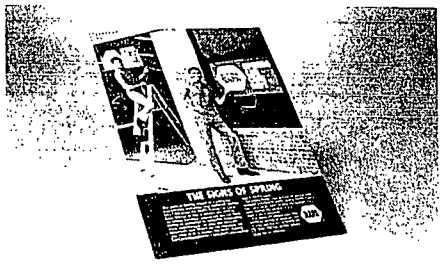
NAPA Outlook

VOL. 14 NO. 6



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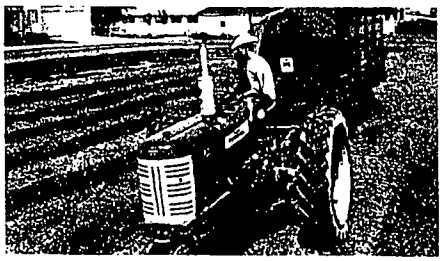
YOU AND YOUR DEALERS TIED INTO A NATIONAL PROMOTION 9

In 1982, you're going to have the most cohesive, the most comprehensive, the most *complete* selling program ever! Introducing NAPA's Spring and Fall Car Care Days, two of the most beautifully designed and coordinated major sales events that have ever been put together!



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TWO GROWING BUSINESS SEGMENTS: IMPORTS AND THE FARM MARKET 14

Both the farm market and imports continue to represent areas of great potential growth for many NAPA Jobbers. So in 1982, NAPA will provide you with the tools you'll need to successfully capture the business you want!



P. 15

NEW FLEET/INDUSTRIAL DOOR OPENER PROGRAM 15

For 1982, NAPA will help you reach those prospective fleet and/or industrial customers with an effective new way of breaking the ice with the key accounts in your area. Find out how this new program will work .



P. 19

SELL YOUR DEALERS ACAPULCO, DISNEYWORLD, LAS VEGAS AND HAWAII! 19

With NAPA's incredible new sales incentive program, you'll have everything it takes to wrap up the dealer business in your area . . . with both you and your dealers traveling in first class NAPA style!



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NAPA's 1982 (inter)NATIONAL BUSINESS CONFERENCE 25

Here's an opportunity to learn all about the aftermarket's newest innovations and business strategies while experiencing the 'City of the 80's" — fascinating Toronto, Ontario!

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Chris McLean, Editor & Director of Communications

Published periodically in the interest of NAPA Jobbers, Distribution Centers and Manufacturers across the nation. When notifying us on a change of address, please mention NAPA *OUTLOOK* and give us the old address along with the new address and zip code.

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