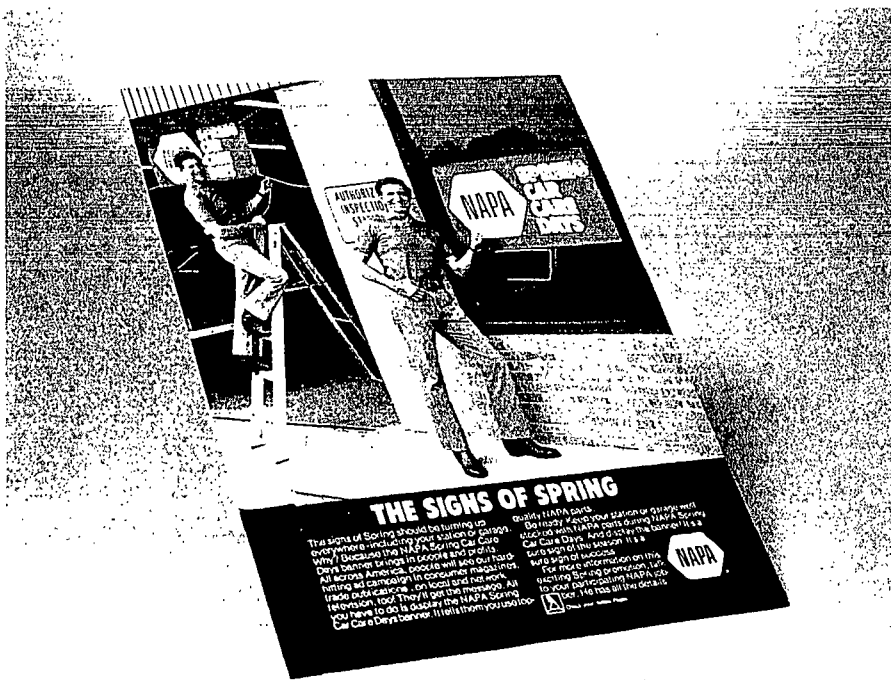




Two different P.O.P. packages will be available for your dealers — one for the Spring promotion and one for the Fall. Other than the Spring or Fall identification on them, both packages contain the same items: 2 outdoor banners (21" x 48"); 2 indoor banners (21" x 56"); 2 posters (21" x 56"); 2 pennant strings (30' each); and 2 ropes for the outdoor banners. It's suggested that you offer these kits to your dealers one of the following two ways:

1. Give the kit to the dealer who purchases \$x worth of the special promotion merchandise.
2. Sell the kit at a reduced price based on the dealer's purchases from you.

So you can either sell these kits to your dealers or give them away when they place an order with you. It's entirely up to you!

Your P.O.P. kit contains basically the same items that are in the dealer package, but modified for store applications: 1 outdoor banner (21" x 48"); 2 indoor banners (21" x 56"); 2 posters (24" x 42"); 4 hanging signs with string (21" x 14"). In addition, your kit includes twenty shelf talkers (5" x 7").

Here's a complete P.O.P. package that not only ties you and your dealers together, but ties both

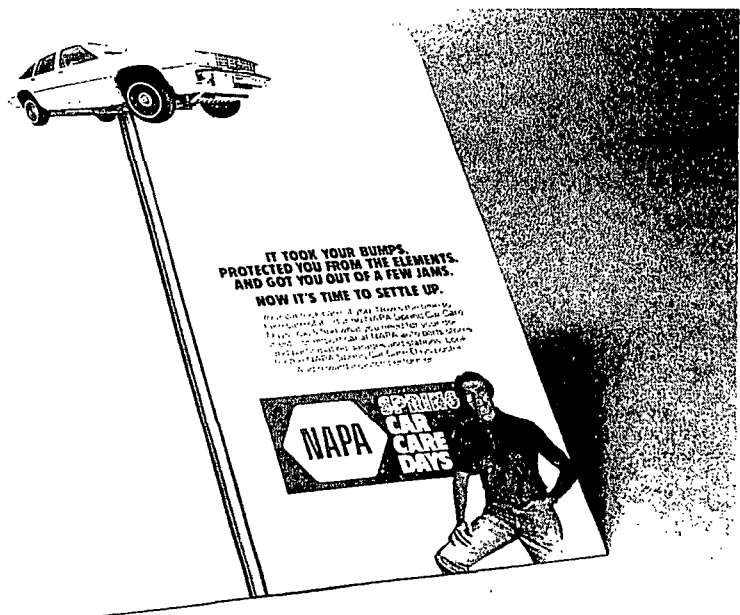
(continued on page 10)

Using a striking double image technique, your '82 dealer ads will encourage station and garage owners to put up NAPA P.O.P. banners and to get with the biggest promotion ever to hit the aftermarket.

Consumer Magazines: Consumer print ads will again remind motorists that now is the time to take care of their cars by looking for the Spring or Fall Car Care Days banner at participating NAPA Jobbers and Dealers. These consumer magazine ads will run in some proven winners for NAPA: CAR & DRIVER, ROAD & TRACK, MOTOR TREND and POPULAR MECHANICS. And a new magazine has been added to the line-up for 1982 — FIELD AND STREAM. Together, these ads will leave over 25 million impressions. They'll appear just before each Car Care Days selling event and will run through the sales period as well, reinforcing the same message consumers will be receiving via NAPA's national network television commercials airing during these periods. And by again featuring Joe Campanella in these consumer print ads, all of the advertising for the Spring and Fall Car Care Days promotions will be tied together in the public's mind, providing a consistent image. POINT-OF-PURCHASE: TO TIE YOUR DEALERS AND YOUR STORE TOGETHER IN A MAJOR NATIONAL PROMOTION!

Although dealers are becoming

more promotion-minded all the time, in the past it hasn't been easy for them to tap into any kind of effective promotion, let alone one that's both national and local in scope. That's why they're going to love this complete P.O.P. package that identifies both you and your dealers with these national promotions.



Motorists will be graphically reminded to take care of their cars with quality NAPA parts — and considering that NAPA will be delivering a total of 25 million impressions, a lot of customers will be getting the message.