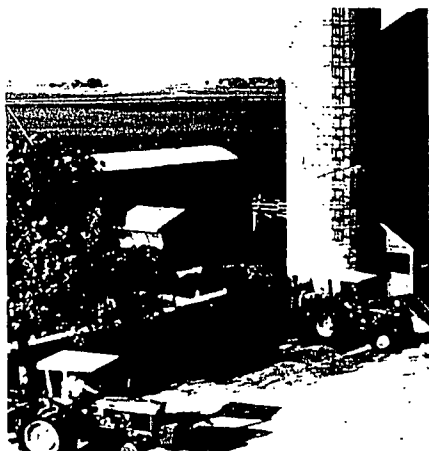


REAP THE PROFITS OF...

Selling to the Farm Market



The farm market continues to represent an area of great potential sales growth for many NAPA Jobbers across the country. So in 1982, NAPA will provide you with the tools you'll need to: 1. create awareness of NAPA in the farm community, and 2. develop a solid local program to go after the farm

business.

As early morning radio news is still the most effective way to reach today's farmer, your National Farm Radio program will continue next year, with a new radio spot featuring Joe Campanella.

The National Farm Radio program has been designed to complement the two major NAPA sales events you'll be involved in — NAPA's Spring and Fall Car Care Days. The voice of Joe Campanella in the farm radio spots lends continuity to all of NAPA's advertising for 1982. And to coincide with the NAPA Spring and Fall Car Care Days events, these radio spots will be concentrated into two six-week periods — March 1 through April 11 to tie in with the Spring event, and September 6 through October 17 to take advantage of the Fall promotion. This timing and con-

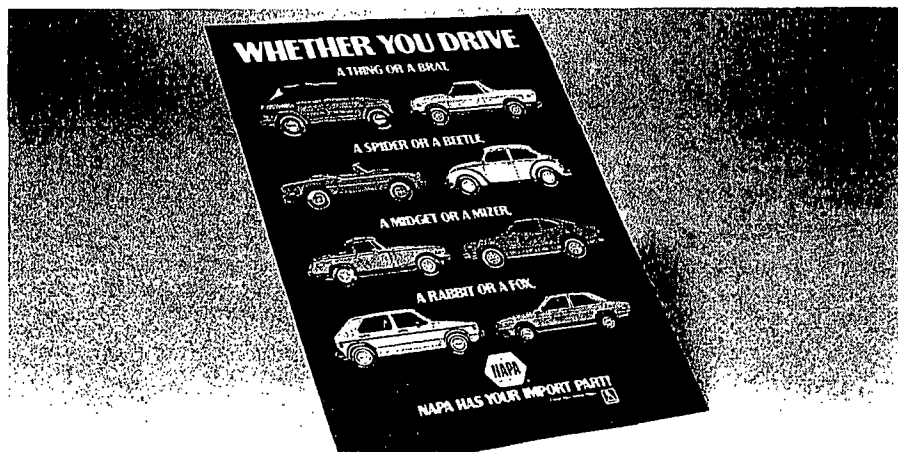
tinuity throughout will increase the listener's awareness of NAPA, as the farm community will be hearing the NAPA message more frequently.

This radio campaign will provide an "umbrella" for your own local promotion efforts. You'll be provided with a list of all the stations the radio spots will be broadcast on so you'll know how to plan your local strategy most advantageously.

To assist you in putting together a local program that will really sell the farm customers in your community, several of your NAPA Manufacturers will offer special special product/price packages designed especially for today's farmer. And don't forget that your NAPA Distribution Center can help you tailor a program to effectively sell to the farm market in your area.

JUNE AND JULY '82

NAPA'S "IMPORTS MONTHS"



Your 1982 imports consumer ad is clear and direct — "NAPA Has Your Import Part!"

In mid-summer of 1982, NAPA will be taking aim at that growing segment of business, *imports*. NAPA has extensive coverage of import car parts at competitive prices . . . and we don't want anyone to forget it. So, in 1982 June and July have been designated as NAPA's "Imports Months."

To set up this two month promotion, NAPA Jobbers on the national advertising program will be sent an Import Point-of-Purchase kit that will include: 1 outdoor banner (21" x 48"); 4 posters (24" x 42"); and 4 hanging signs (21" x 14"). These will be sent in May so they can be displayed throughout

June and July.

During this promotion, imports will receive special attention in NAPA's national advertising. A strong line-up of national consumer magazines will carry NAPA's imports message in their July issues: FIELD & STREAM, CAR & DRIVER, MOTOR TREND, ROAD & TRACK and POPULAR MECHANICS. The print imports ad is clear and direct: "NAPA Has Your Import Part!"

Additionally, NAPA's new imports television commercial featuring Joe Campanella will be available for you to run locally with your store name and address.

This special imports promotion has a completely unified look, as do all of NAPA's 1982 promotions. And there will be support from your NAPA Manufacturers, too, as they will be running special promotions to help you remind your customers to see you *first* for their import car needs.