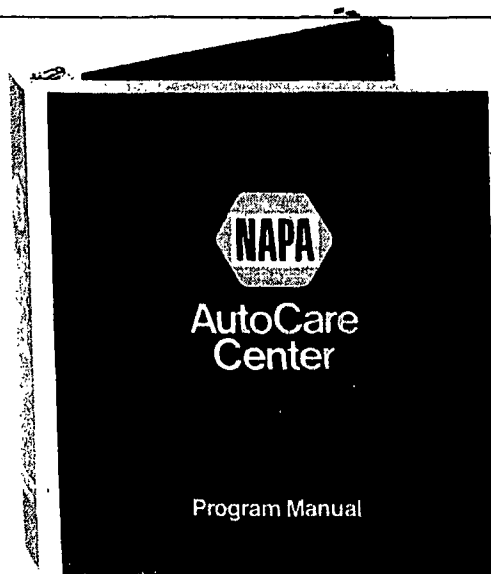
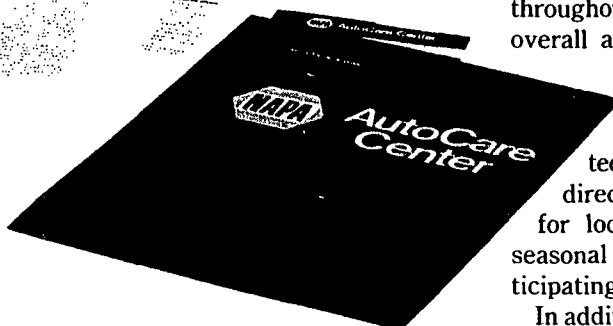
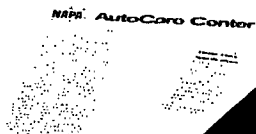


Strengthen



NAPA's traditional customers are the mainstay of our business. Ever since NAPA was founded 62 years ago, NAPA AUTO PARTS stores have prided themselves on providing quality parts and excellent service to their traditional customers.

1988 will be no different as NAPA has rededicated itself to the traditional market with an expanded and refined AutoCare Program, the continuation of the NAPA National Warranty Program, an improved Real Deals Program and the new Paint, Body and Equipment (PBE) flyers.



AutoCare

In 1988, the NAPA AutoCare Program will be the umbrella under which all of NAPA's efforts for its traditional customers will be developed and coordinated. The ultimate goal of the AutoCare Program is to make NAPA AUTO PARTS stores the primary supplier for service installers and, to help those traditional customers improve their business. It's up to you to determine who you want designated as NAPA AutoCare Centers. The program is flexible enough that you could identify almost all of your traditional customers as NAPA AutoCare Centers or only those traditional customers who show a keen interest in utilizing promotions.

To help you achieve this goal, the AutoCare Program has quite a number

of useful tools, including national television and radio advertising, print advertising in select trade magazines such as *Motor*, *Super Automotive Service* and *Motor Age*, signage, merchandising aids and promotions developed through the seven AutoCare systems, both a consumer and dealer leave behind and the AutoCare Newsletter.

Spearheading the marketing/advertising tools of the AutoCare Program are four new television ads that direct service customers to look for NAPA AutoCare Centers displaying the sign, "We Install Quality NAPA Parts," as the places for quality automotive maintenance and repair. The first commercial, called "best garage," shows

what best garages have in common — great service, excellent mechanics and NAPA parts. This particular ad will air throughout the year as part of NAPA's overall advertising campaign. Three other television spots will air, respectively, in the spring, summer and fall. Fifteen seconds long, each spot will direct service consumers to look for locally advertised specials on seasonal automotive work from participating NAPA AutoCare Centers.

In addition to the television commercials, new network radio spots will tell service consumers that participating service facilities, using quality NAPA parts, are the places to go for excellent automotive service and repair. The new network radio spots will air on select sporting events starting in the spring.

National television and radio aren't the only media which AutoCare will be advertised in. As mentioned, there will also be print advertisements in leading trade magazines. The AutoCare Dealer leave behind (more will be said about this tool later) will form the basis for AutoCare's print advertising efforts. Print advertising will begin in February with a special kick-off ad that explains the overall AutoCare Program to ser-