Board of Directors
National Automotive Parts Association

During the past decade, from the early 1960s through the beginning of the 1970s, NAPA has set an exceptional pace in a highly volatile automotive aftermarket industry.

For me personally, the past eleven years at NAPA Headquarters were swift, exciting and tremendously productive. It was an era of outstanding NAPA accomplishments, including: extensive expansion of our physical facilities; increased penetration of traditional markets; and recognition of constant change in those markets, plus important new markets for our NAPA Jobbers.

We added a substantial number of new NAPA Distribution Centers, and modernized scores of existing DC's. At the same time, we greatly increased the total number of NAPA Jobbers we serve. Hundreds of those Jobbers were upgraded through effective encouragement toward modernization, new locations and establishment of branch operations.

In this period we also added a number of product lines, which have contributed significantly to the burgeoning share of the total market NAPA has continued to achieve. And we accomplished numerous product and procedure improvements with existing suppliers.

Our real strength, of course, begins with our people. In the past decade, many young and talented individuals have been recruited, trained and placed in NAPA; and they have grown, or will mature, to meet our continuing need for sound, strong creative management in NAPA.

Recognition of this need, I might add, has led to creation of one of our most recent NAPA programs, directed at this continuing problem of upgrading all NAPA people—including, hopefully, our NAPA Jobber organizations.

More aggressive and effective in marketing approaches, NAPA has now achieved remarkable penetration in most segments of the automotive aftermarket. This is perhaps best measured by our sales per vehicle, which have increased from $2.56 in 1960 to $3.78 in 1970.

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