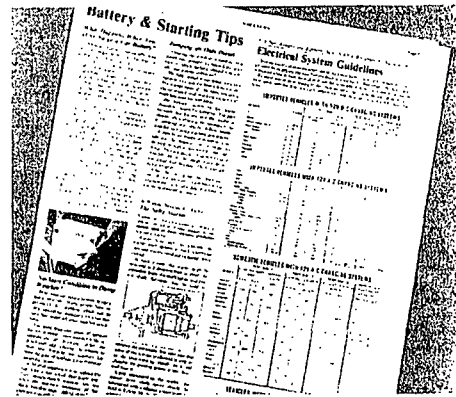
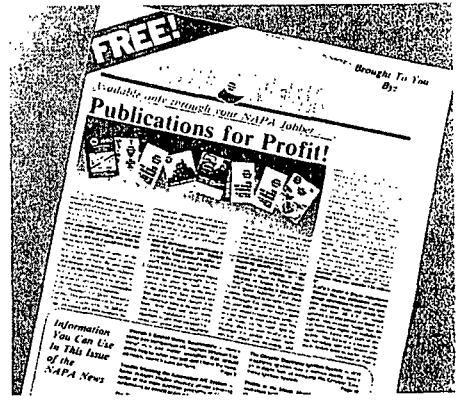
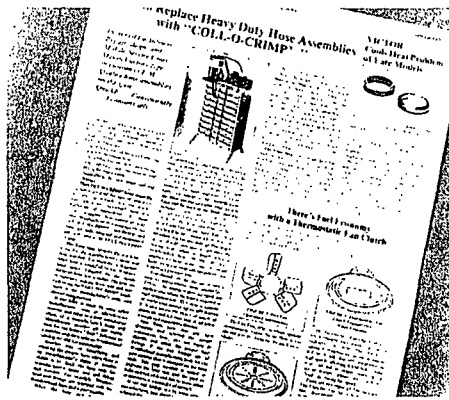


THE NAPA NEWS MAKING YOUR JOB EASIER IN 1982!



Regular features of the NAPA NEWS include up-to-the minute information based on NAPA manufacturer's research and product information. Subjects such as seasonal maintenance, valuable publications, machine

shop profits, imports repairs, information charts and new products are but a few of the "need to know" topics covered in this dealer-directed newspaper.

In this issue of OUTLOOK, you've read about two new NAPA programs for 1982 that closely involve your dealer customers — NAPA's Spring and Fall Car Care Days and your new sales incentive program. Now the task at hand is to promote these programs to your dealers and keep their interest alive. And that's exactly what the NAPA NEWS will be doing for you in 1982 — making your job easier by communicating these promotions to your dealer customers on a continuing basis.

With three editions a year, the NAPA NEWS is in a position to promote your programs directly to the professional service repair trade. The February edition will promote both NAPA's Spring Car Care Days and the sales incentive program. In

June, the NAPA NEWS will start the excitement for the NAPA Fall Car Care Days, as well as feature articles on servicing imports to reinforce NAPA's national dealer import ads that will be appearing in major publications at that time. In the October issue, the NAPA NEWS will again feature the sales incentive program, as well as articles designed to keep the Fall Car Care Days interest alive.

Of course, the NAPA NEWS will continue to carry service tips, "how-to" articles and stories to help the shop owner run his business more effectively.

The NAPA NEWS serves a useful purpose to every NAPA Jobber. You can:

1). Use it to reinforce your '82 programs to your dealers on a con-

tinuing basis.

- 2). Use it as a "door opener" when talking to a potential dealer account.
- 3). Mail or deliver it to your dealer accounts as a reminder that you appreciate their business.
- 4). Give it to your semi-pro or good do-it-yourself customers as an indication of your interest in their business.

The new subscription rate of \$33.00 a year (which includes 100 copies of each of three issues) is a small investment for such an effective communications tool.

So make your job easier for the year ahead. Contact your NAPA Distribution Center representative and make sure you're signed up for the 1982 NAPA NEWS!