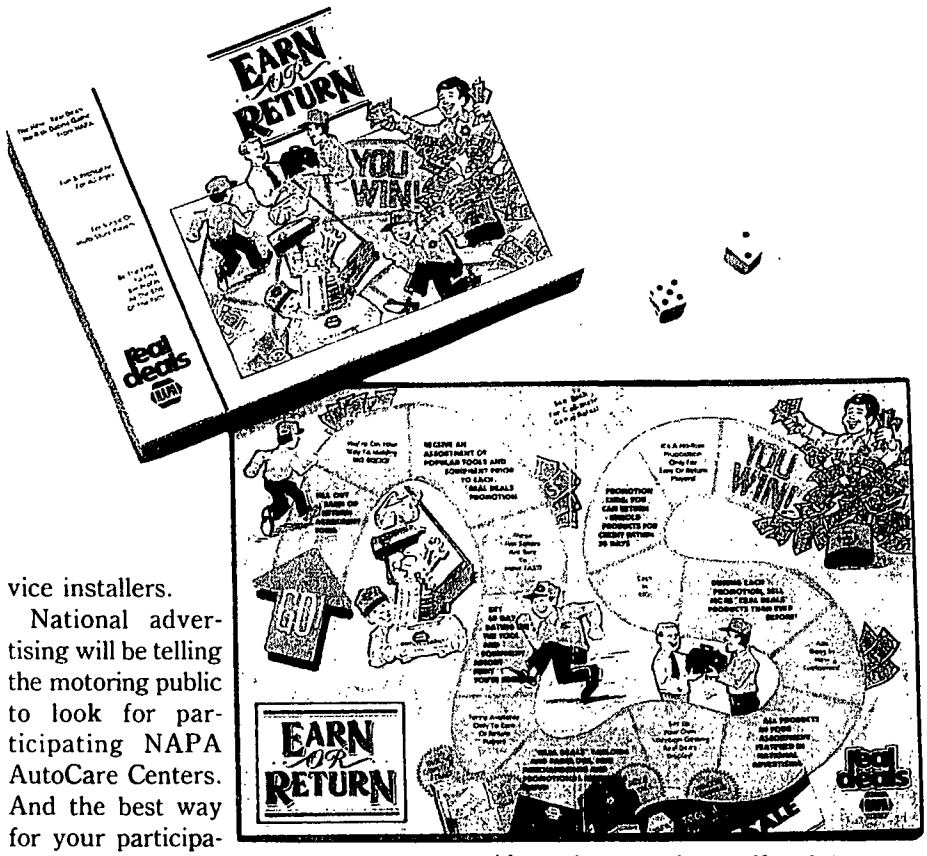
ng the Commitment



vice installers.

National advertising will be telling the motoring public to look for participating NAPA AutoCare Centers. And the best way for your participating traditional customers to identify themselves as NAPA AutoCare Centers is through signage. As part of the NAPA AutoCare Program, a number of different signs, such as a large replacement panel for driveway signs, and wall mounted metal signs, are available. In addition to the signs, window decals and banners are also available. All of the AutoCare signage carries the words, "NAPA AutoCare Center; We Install Quality NAPA Parts" (the message on the signage is important because NAPA has to make clear to consumers that all it endorses are the use of NAPA parts, not the service work performed by the dealer).

Advertising and signage will tell the service consumer who to look for and why. But that's just one means to help your traditional customers improve their sales. Another important way to help improve your traditional customers' business is through merchandising aids and promotions offered by the seven AutoCare systems.

These seven systems — brakes; tune-up; cooling and heating; shocks, suspension and drive train; batteries; oil and filters and exhaust — parallel the way in which service installers usually promote their business. Providing the products and support material for promotions by these systems are over 20 NAPA manufacturers who have designed the promotions to help build traffic at the service installer's garage as well as having that service installer utilize your NAPA AUTO PARTS store as his primary automotive parts supplier.

The first AutoCare system promotions will take place during the 1988 Spring Car Care Day Sales and will be supported by point-of-sale (P.O.S.) materials, local ad materials (including radio scripts), rebates and consumer coupons.

To help explain the AutoCare Program to both your traditional customers and service consumers, NAPA has put together a dealer leave behind piece and a consumer leave behind. Highlighting the major points service dealers want from their primary parts supplier, the dealer leave behind explains how the NAPA AutoCare Program and your NAPA AUTO PARTS store can help improve the service installer's business.

The consumer leave behind, on the other hand, is a means for building up the service installer's traffic. To be displayed in the NAPA AutoCare Center's place of business, the consumer leave behind reminds motorists when service is needed on certain areas of their vehicles and why a NAPA AutoCare Center is the best place to have that service done.

NAPA's AutoCare Program has one other tool to help your traditional customers improve their business and increase their sales — the AutoCare Newsletter. Published every month, the newsletter contains items of interest for service installer owners and managers such as technical information, management tips, and news affecting the aftermarket. Part of the AutoCare Direct Mail Program, the newsletter will be mailed directly to the dealer. Subscriptions to the AutoCare Newsletter cost $10 each, regardless of when in the year a dealer is signed up.

Real Deals

Designed to let NAPA AUTO PARTS stores offer traditional customers a wide assortment of specially priced tools and equipment, the Real Deals Program has helped NAPA AUTO PARTS stores, as a whole, increase their tool sales over 43% in just four short years.

Under the Real Deals Program, participating NAPA AUTO PARTS stores have the opportunity to earn a profit by selling a pre-selected assortment of the fastest selling, most popular Real Deals products to their tradi-