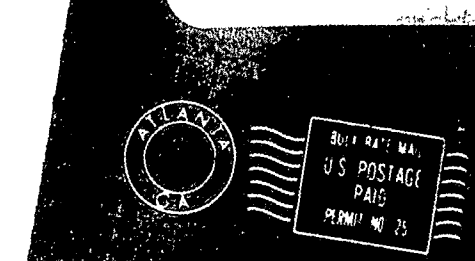
NAPA Outlook
Vol. 21, No. 6
July, 1988

Rocky Mountain BankCard System®

NAPA NAPA AUTO PARTS







CHARGE AHEAD WITH NAPA... PAGE 8

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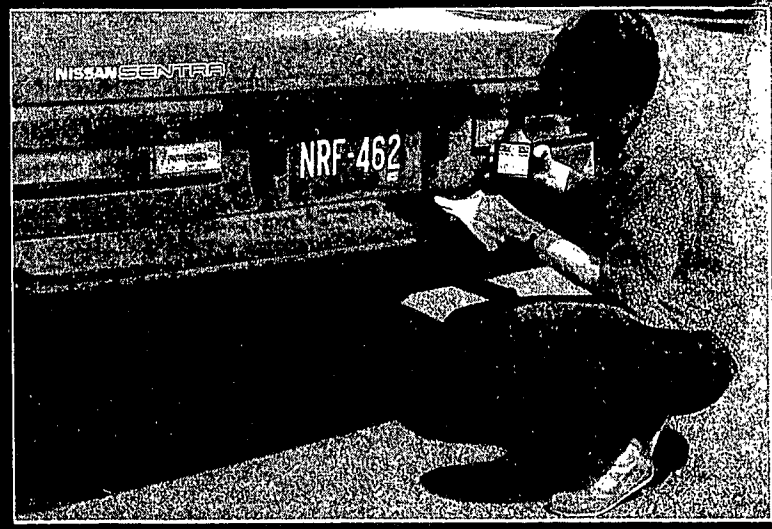
BACK TO BLACK...

with NAPA Black Trim Treatment





NAPA Black Trim Treatment, new from NAPA Oil and Chemical Products, is your answer when customers ask how to make black brighter. Black Trim Treatment goes on clear to enhance faded black trim while it conditions and protects against the damaging effects of the sun. Contains no dyes or pigments. Ideal for use on:

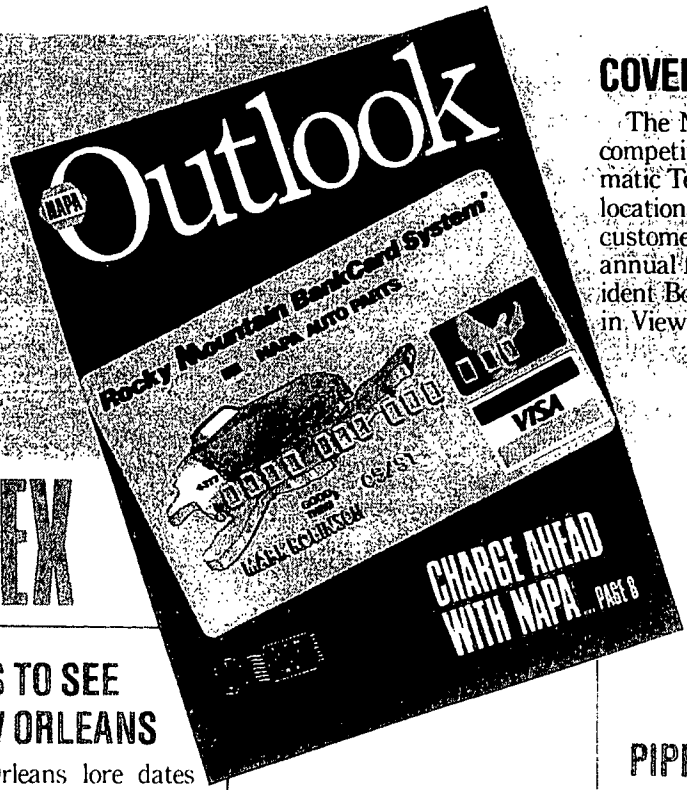
- Tires
- Rubber Bumpers
- Door Gaskets
- Vinyl Trim & Molding
- T-Top Gaskets
- Sun Roof Gaskets
- Black Sun Louvers
- Flat Paint*
- Rubber Mats

Stock up today on NAPA Black Trim Treatment.

*Use NAPA Tar and Bug Remover (part #2500) to remove dry wax from a flat paint surface. Follow with NAPA Black Trim Treatment and watch trim sparkle.

NAPA Mac's

Mac's
Division of Ashland Oil, Inc.
Lexington, Kentucky 40502



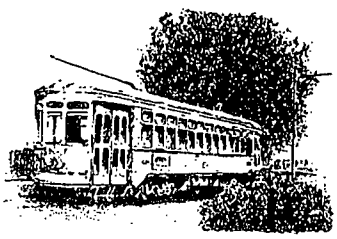
COVER STORY

The NAPA/Visa credit card will soon premiere, offering a competitive finance rate, access to 15,000 Plus System Automatic Teller Machines and acceptance at more than five million locations throughout the world. You and your employees and customers may receive these benefits and more without an annual fee and obtain additional cards at no cost. NAPA President Bob McKenna outlines the NAPA Credit Card Program in Viewpoint. **Page 8**

INDEX

SIGHTS TO SEE IN NEW ORLEANS

New Orleans lore dates back to the 17th century. While you're attending the 1989 NBC, take time out to see St. Louis Cathedral in Jackson Square, named after the sixth president of the United States. Ride along Canal Street and St. Charles Avenue on the oldest operating U.S. streetcar system. Tour the Louisiana Superdome with a capacity of 80,000. Find out what else the Cajun City offers. **Page 4**



DAMAGE REPORT ON 10 YEARS/ 100,000 MILES

The Environmental Protection Agency does not support it. Research indicates that it would wipe out 113,000 jobs at service stations, garages and automobile manufacturing and sales companies. It is a 10 year/ 100,000 mile extended warranty on emission systems. Let your Senators, the decision makers, know their constituents' opinion. Voice your opposition to the extended warranty provision of the Clean Air Act. **Page 10**

PIPELINED STORE EARNS PRAISE

NAPA AUTO PARTS store owner Betty McGrath spells success P-I-P-E-L-I-N-E. After pipelining her Waynesboro, Virginia, store (serviced by NAPA Richmond), her business increased considerably. She also upgraded her Machine Shop and extended the pipeline color theme to cover it. In recognition of her business effort, the Waynesboro Chamber of Commerce gave her a certificate of commendation. McGrath reveals her story in Dateline. **Page 18**

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THE PRICE OF STAYING HEALTHY

The increasing Gross National Product had a domino effect on cost of living expenses, including health care. How can consumers curb the creeping cost of staying healthy? What are the medical insurance options for NAPA AUTO PARTS stores? **Page 6**

DISPLAY YOUR PRODUCTS

Effective displays mean more sales. What draws a customer to one display and not another? Find out how you can set up versatile displays in Creative Selling. **Page 12**



ADVERTISERS

Martin-Senour . . . Page 5
NAPA Batteries . . Page 17
NAPA Bearings . . Page 15
NAPA Group Insurance . . . . . Page 7
NAPA Oil & Chemical . . . . Page 2
NAPA United . . . . Page 20
Parts Craft . . . . . Page 19
Siloo . . . . . Page 13

GEAR UP FOR THE '90S IN NEW ORLEANS

As New Orleans moves ahead to the 1990s, it maintains its charm—a historical trove of nearly three centuries harbored in the largest port in the United States.

For four days, from March 16 to 19, you can experience the old and the new of this Cajun City as you participate in the 1989 National Business Conference at the New Orleans Hilton.

For the first time and frequent visitor alike, the French Quarter is a must see. At the heart of the French Quarter is Jackson Square, honoring General Andrew Jackson, the hero of the 1815 Battle of New Orleans and sixth president of the United States. Originally dubbed the Place d'Armes in the early 18th century, it served as a public square and parade field. Jackson Square continues to be a public gathering area for artists, entertainers and visitors.

At the heart of Jackson Square is an unassuming, majestic landmark of the Quarter and New Orleans itself—the St. Louis Cathedral. Named after King Louis IX by French settlers, the original church dates back more than two centuries and is the oldest active cathedral in the United States. Fire destroyed it in the late 18th century, but the church was rebuilt on its original site and, in 1964, was designated by Pope Paul VI as a minor basilica able to perform certain ceremonies.

Along Canal Street, the western border of the French Quarter, hop aboard the oldest operating streetcar system in the United States. The route along St. Charles Avenue offers a beautiful ride on one of the most magnificent streets in New Orleans viewing majestic mansions. A 13-mile roundtrip on the streetcar begins at Canal Street and winds back at Carrollton at Claiborne Avenues. For many residents today, the streetcar is still the most convenient transportation to the Central Business District.

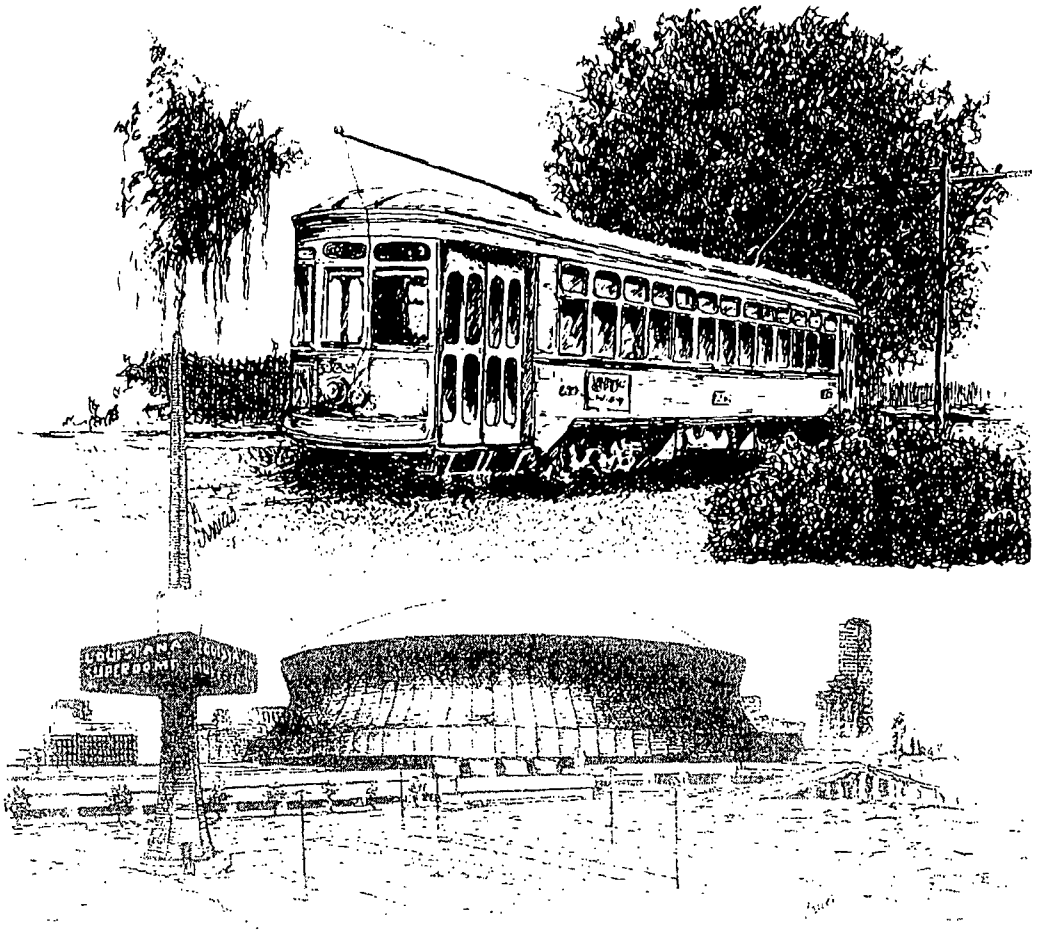
South of Jackson Square is the French Market, a thriving mart for more than 250 years. It offers shoppers a selection of the freshest produce, arts and crafts and entertainment.

The Louisiana Superdome with a seating capacity of 80,000 is the world's largest structure of its kind. Its four-story gray granite structure covers a city block. Completed in 1975, tours are available to see the home of the New Orleans Saints and Tulane Greenwave and site for the New Year's Day Sugar Bowl.

Enjoy these sites, view new products and learn how NAPA AUTO PARTS stores can stay above the competition during the NBC in '89. Look for additional information on the conference in upcoming issues of *Outlook*.

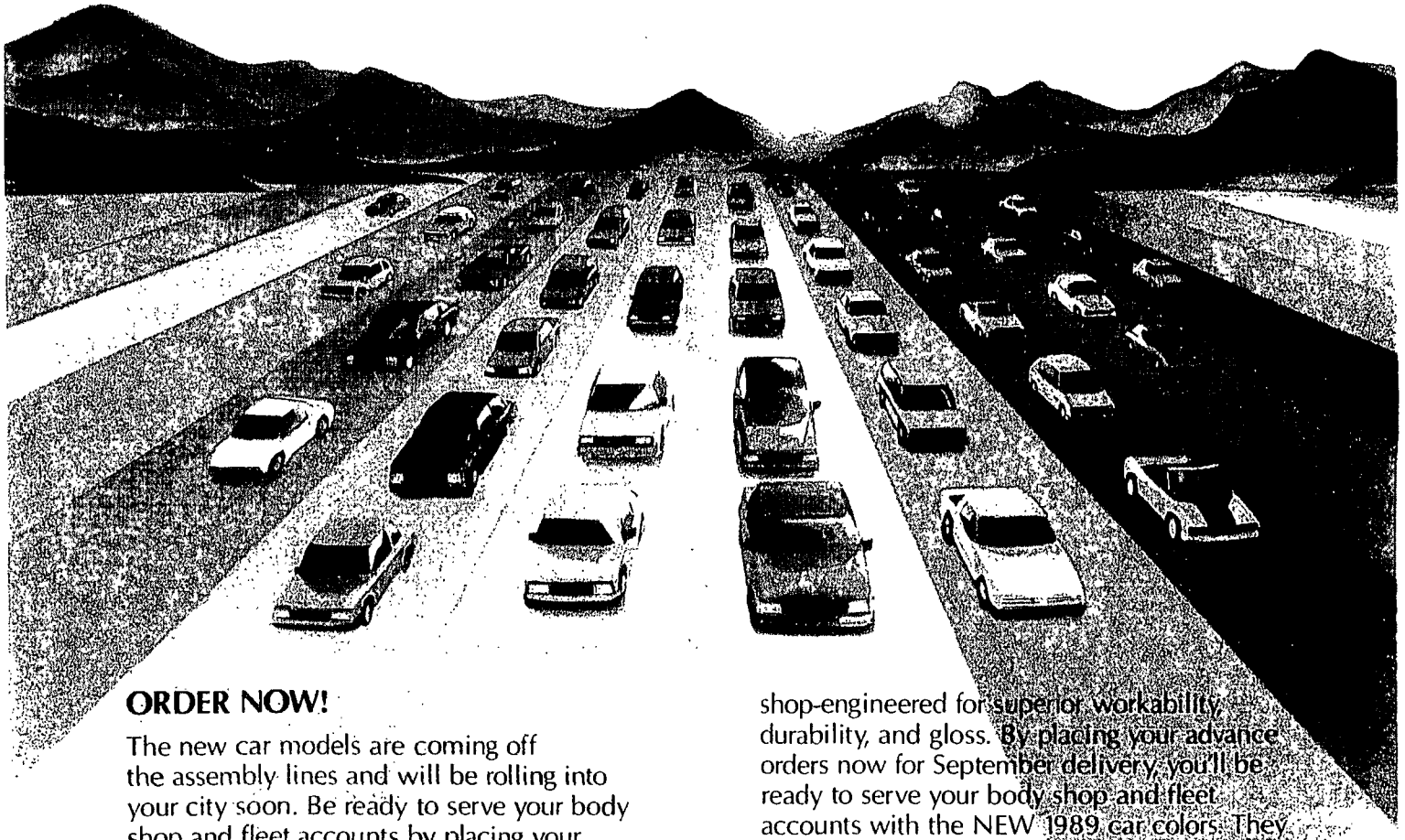


(Photo by Ron Calamia)



(Courtesy of Joseph A. Arrigo)

ANNOUNCING
NEW 1989 CAR COLORS



ORDER NOW!

The new car models are coming off the assembly lines and will be rolling into your city soon. Be ready to serve your body shop and fleet accounts by placing your advanced orders NOW for your 1989 Martin-Senour colors.

These perfectly matched colors are computer formulated to mirror OEM finishes. They are shop-engineered for superior workability, durability, and gloss. By placing your advance orders now for September delivery, you'll be ready to serve your body shop and fleet accounts with the NEW 1989 car colors. They can help you open the door to increased sales of other Martin-Senour refinishing products.

NAPA

MARTIN SENOUR

Order NOW from your Distribution Center

KEEPING A LID ON MEDICAL INSURANCE

When it comes to medical insurance we all want the best—in coverage and in premiums. But in the reality of today's complex and expensive medical world, obtaining medical insurance which gives you the highest coverage for the most reasonable premium can be a difficult, if not an almost impossible, feat to accomplish.

have been rising much faster than the overall economy. In 1986, the Gross National Product increased 5.6%, while national health expenditures escalated 8.4% —up to $458 billion. In 1987, our national health expenditures rose again, up to about $500 billion. The reason for the continuation in rising costs? Technology, fraud and increased utilization of medical coverage.

Ironic as it may seem, as our medical treatment improves, the cost of receiving it gets worse. And the primary cause of rising medical costs is the development and usage of modern medical technology. New technology has meant more spending for equipment. Each and every breakthrough in medicine is the result of expensive research and the reproduction of the equipment for hospitals. And, as hospitals add new equipment, they must also add the skilled technicians to operate it. New technology costs money and the American public, as the recipients of those medical advances, pays the bill.

As the cost of health care rises, so does the occurrence of health care fraud, which further adds to increasing costs. When fraudulent group claims are submitted and approved, the employer and the employee ultimately pay higher premiums. In fact, the United States Department of Health and Human Services estimates that health care fraud adds more than one million dollars a day to the cost of health care. And, the National Health Care Anti-Fraud Association estimates that health care fraud costs Americans ten billion dollars annually.

Another key factor for rising medical care costs is the higher use of medical services. Utilization has increased for several reasons such as a more highly educated population, changes in the health care delivery system and rising incomes. It is estimated that a third of the money spent on health care in this country was wasted on unneeded hospitalization, surgery and other unnecessary services. Elaborate and expensive procedures are sometimes utilized simply because they exist.

Perhaps an additional factor lies with the attitude many of us have—"Oh, it doesn't matter. The insurance company is picking up the cost." But that just is not true for most insurance companies. The company and the individuals covered by the policy are paying for the cost of the coverage. It does, indeed, matter.

So as technology advances, insurance fraud increases, usage rises and the "it's someone else's problem" attitude spreads, medical costs go up and so does the cost of medical insurance. This results in one of two phenomenons: an increase in premiums or a decrease in coverage. Already, many insurance programs have significantly increased their rates and others are about to do the same.

It's not however, as bleak a picture as it may at first appear to be. There are some steps you can take to keep a hold on your program costs and not decrease benefits.

First, review your coverage. Talk with your insurance carrier and with other companies to find out about any alternate coverage that may be available. By making some small changes, such as increasing the deductible, you may be able to offset much of a premium increase. And, if you haven't reviewed your coverage in a while, this is the ideal time to do so.

Secondly, make every effort to use technology wisely. There's no doubt that doctors are the experts but it's your money and you should feel comfortable about the kind of care you're receiving for it. If you have a question, ask it. If you think something has already been done, ask the doctor, the nurse or the technician about it.

Third, do what you can to prevent fraud and errors. Mistakes happen and often, they occur on bills. Look over each charge for treatment to make sure you weren't billed for services never rendered or billed twice for the same treatment. Prior to submitting a claim, check it carefully to see that it has been filled out correctly by both you and your doctor.

Lastly, use alternative care methods whenever possible. Over the past few years, many alternatives to hospitalization have become readily accepted by doctors and patients. Pre-admission and post-release testing, home health care and extended care facilities are possible options which can reduce the amount of time spent in a hospital. Ambulatory surgery can eliminate overnight stays and second opinions can, in certain cases, eliminate surgery altogether.

By being informed and conscientious, you can make a difference.

One Of Your Best Alternatives: The NAPA Group Insurance Trust

To help you compare the insurance coverage and rates you now have, below is a list of the basic features of the plans available through the NAPA Group Insurance Trust:

Plan I
- Pays first $1,000 of hospital and medical costs in full; 80% thereafter.
- $250,000 of major medical protection.

Plan II
- After $100 deductible is met, pays 80%.
- $250,000 of major medical protection.

Plan III
- After $100 deductible is met, pays 80% of medical expenses.
- Unlimited major medical protection.
- Pays 100% of first $5,000 of hospital expenses, 80% thereafter.

Plan IV
- After $250 deductible is met, pays 80% of hospital and medical expenses.
- Unlimited major medical protection.

To give you an idea of the cost savings which can be realized between these four plans—if you changed to Plan IV from any of the three other plans, you'd save the following:

Plan I —26%
Plan II —7%
Plan III—33%

To ask questions about the NAPA Group Insurance Trust program or to receive a proposal, call the program administrator at 1-800-323-6898 (in Illinois, call 1-800-843-4643).



The NAPA team has it. Like many of America's best managed businesses, NAPA Stores can depend on Met Life for their group insurance. It is a program designed exclusively for NAPA stores and their employees.

The NAPA Group Insurance Trust offers you a choice of outstanding major medical plans. Each provides excellent coverage for hospital expenses, surgical fees and other medical expenses. So whatever the size of your team, you are in the right league with the NAPA Group Insurance Trust.

For a price comparison or information, get in touch with the all-stars by calling the NAPA Group Insurance Trust at 1-800-323-6898 (In Illinois, 1-800-843-4643).

GET MET. IT PAYS.

Metropolitan Life
AND AFFILIATED COMPANIES

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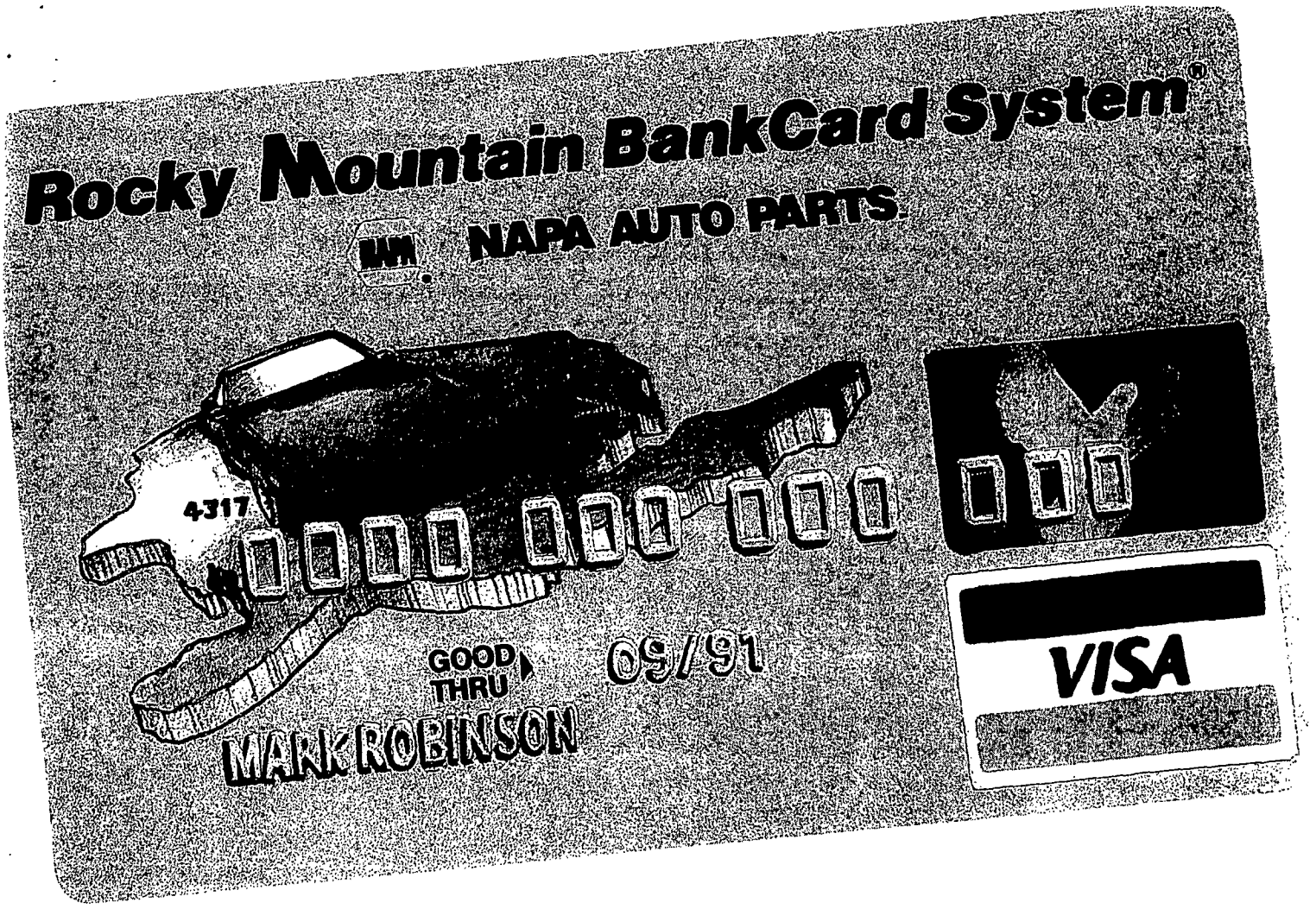


VIEWPOINT

It's Time To Take Charge

by Bob McKenna,
NAPA President

For some time NAPA Headquarters has been investigating the possibility of a national credit card program for NAPA AUTO PARTS stores, a program similar to the kinds of programs used by Sears and Montgomery Ward. And while the cost of a program used by national department stores is not efficient for us, through a thorough investigation process we have created an alternative program which will work better and harder for NAPA stores across the country.

Within the coming weeks, you will have available to you a complete NAPA/Visa card and credit card processing program, a program containing four elements: 1. a NAPA identified Visa card; 2. an electronic authorization and payment for MasterCard and Visa charges; 3. an authorization service for checks and other major credit cards; and, 4. a national discount rate program for American Express charges.

The NAPA/Visa card

The NAPA/Visa card gives your NAPA AUTO PARTS store benefits which other cards will not offer. For instance, consider customer recognition. Each time a NAPA/Visa card holder uses that card, he or she will immediately be reminded of NAPA—the logo is right on the card. Also consider the loyalty factor. With a credit card displaying the NAPA logo, chances are a customer will think twice before charging replacement parts at a competitors location.

And, making it more attractive for consumers is the absence of an annual fee and a competitive finance rate. Consumers using the NAPA/Visa card will also be able to receive additional cards for family members at no cost, travel accident and group insurance, 24-hour customer service, the use of over 15,000 Plus System Automatic Teller Machines, car rental discounts, a 25-day grace period for charge purchases and cash advances and a card which is accepted at over five million locations throughout the world.

Don't think you're entering into a competition with your local bank. You're not. You are simply offering an additional service to your customers—both retail and traditional. Your traditional customers or business accounts, as they're called in the credit card world, receive the same benefits I've mentioned above along with the option of having subaccounts for their individual employees at a onetime $30 fee.

Electronic Authorization

When you participate in this program, an electrical terminal will be installed in your NAPA AUTO PARTS store (if you already have a similar electrical terminal, chances are it can be reprogrammed with just a few minor adjustments). By just pressing a few buttons and running the card's magnetic strip through the machine, authorization for a charge is given in just a few seconds.

Authorization can be given for MasterCard, Visa, American Express, Diner's Club, Carte Blanche and Discover cards. With the MasterCard and Visa charges, the sales amount will be recorded automatically so that you don't need to send in copies of the charges. And the total of each day's charges will be automatically deposited the next day into your bank account.

The electronic terminal will be sent to your store as soon as your application is approved. Completed instructions for installation will come with the terminal and a service representative will contact you to assist with the initial set-up.

Check Authorization

The electrical terminal will also give you access to check authorizations through Telecredit. Checks up to $600 can be processed through this system. If you need a voice authorization there is a 24-hour tollfree hotline. Additionally, if you have equipment or processing questions, customer service representatives are available to talk with you around the clock by means of another tollfree number.

American Express

Last year, thousands of NAPA AUTO PARTS stores took advantage of a national program for American Express processing, offering a 3.25% Basic Plan discount rate for American Express charges. Now, with the NAPA Credit Card Program you have your choice of electronic or voice authorization. Your terminal will automatically dial the American Express number and all you will have to do is to identify the charge card in your authorization process.

You will still have to send copies of the charges to American Express. How quickly you are reimbursed depends on which of the three direct payment plans you agree to. The first, known as the Basic or three-day settlement (3.25%), assures you that payment will be mailed to you three business days after American Express receives all proper charges. The second plan is the Economy (3.00%). Under this plan, payment is mailed to you 15 calendar days after all proper charges are received. Lastly, there is the Extended Plan (2.75%), through which payment is mailed 30 calendar days after the charges are received by American Express.

With the NAPA Credit Card Program, you can sign up to become an American Express merchant or, if your NAPA AUTO PARTS store already takes the American Express card, you can switch to our program and receive the benefits you aren't receiving now.

The Benefits

1. NAPA Identified Visa Card.
2. Electronic Authorization And Payment For MasterCard And Visa Charges.
3. Authorization Service For Checks And Other Major Credit Cards.
4. National Discount Rate Program For American Express Charges.
5. Consumer Loyalty.
6. Consumer Recognition.
7. No Annual Fee.
8. Competitive Finance Rate.
9. Insurance For Cardholders.
10. 25-Day Grace Period For Charge Purchases.

What It Costs Your Store

One major concern expressed about most credit card systems is that they can be an expense and tie up a store's cashflow. To avoid that situation as much as possible, the NAPA Credit Card Program was designed to minimize your expense and cashflow problems.

All of the services provided with the NAPA Credit Card Program are available for a 1.87% discount rate on MasterCard and Visa charges. Check authorization costs 1.9% of the face amount with a minimum 50 cent transaction fee and a $50 per month billing. The cost of the electrical terminal, known as the Zon Jr., is $250 or it can be leased for $16 per month. The equipment carries a 30-day money back guarantee and a one-year warranty. In the second year, there is a $2.50 per month maintenance and support fee and there is a onetime set-up fee of $95. These costs cover all replacement and repair charges. If you already have a compatible terminal, you are simply required to pay a onetime reprogramming fee of $95.

Signing Up

Your NAPA Distribution Center will send you an enrollment packet. Once the forms are filled out, it will take approximately five weeks to process the application. Your equipment will then be sent directly to you.

You will also receive a NAPA/Visa "Take One" display which you should place in a prime location in your sales area. This display holds the applications for consumers to apply for the NAPA/Visa card and lists the benefits of having a NAPA/Visa card. By placing your store number on the enrollment form, you'll automatically receive more applications as your supply runs low.

Accompanying the display is an in-store sales kit, containing materials to assist you in promoting the card in other ways. In-store P.O.P., newspaper ad material and direct mail ideas will be included. All this to tell your customers about these added services. On the national level, you'll be seeing the NAPA/Visa card as it will be included in some of our national advertising.

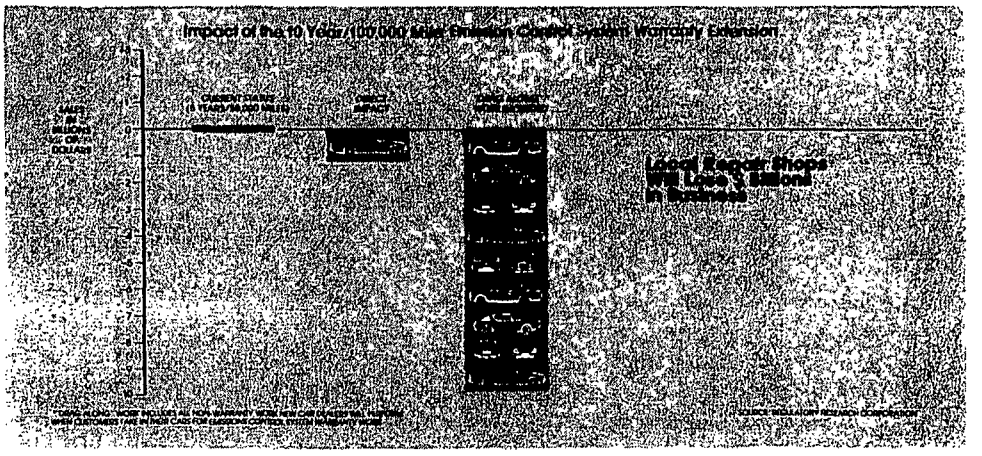
In Closing

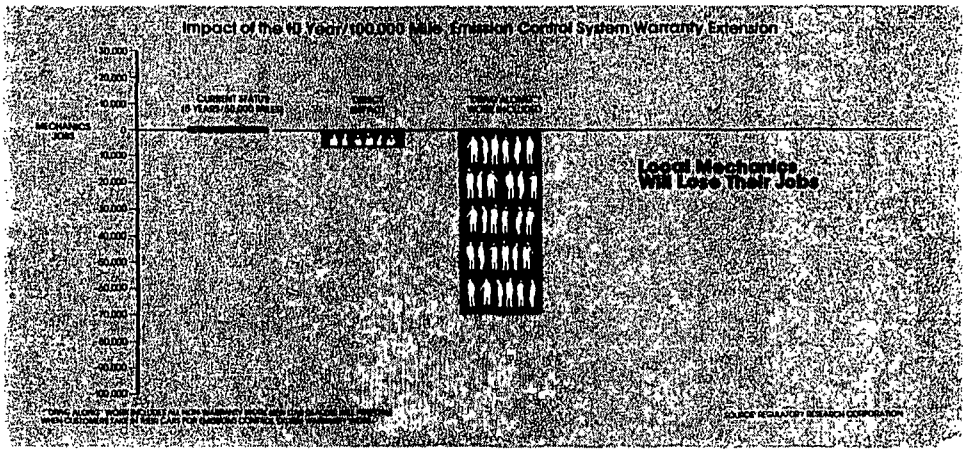
Credit cards may not be the ideal way to do business. They are an expense to you and they tie up your cash flow. But in the world in which we live they are a necessity.

So what the NAPA Credit Card Program has been set up to do is to provide you with one of the most economical credit card systems available and make the credit card necessity a little easier to live with.

I hope you'll take advantage of the NAPA Credit Card Program. It's the one program which can serve your complete credit card needs.

10 YEARS/100,000 MILES: A TERMINATION OF THOUSANDS OF JOBS





An extension of the emission systems warranty to 10 years/100,000 miles would devastate the automotive aftermarket, according to a recent Regulatory Research Corporation study. The 10 year/100,000 mile extended warranty coverage is a provision included in the Clean Air Act. The Senate Environment and Public Works Committee last fall approved the bill. If passed into law, the bill would cost service stations and repair shops billions of dollars in lost business and not improve the quality of air (see chart at top right).

Approximately 70,000 employed at independent garages will lose their jobs because the smaller businesses will not be able to compete with the new car dealers for warranty repair maintenance and the additional non-warranty, "drag along," work performed when cars are brought in for service.

The negative impact caused by the warranty extension would prove to be anti-consumer, anti-clean air and anti-competitive, according to the Regulatory Research study.

Anti-Consumer

- Research and development expenses of the auto manufacturers to produce vehicles to meet the 10 year/100,000 mile standard would be passed on to car buyers at an average sticker price increase of $200.
- The bill takes away the consumer's freedom of choice in selecting an independent, garage or the car dealer to handle service work.

Anti-Clean Air

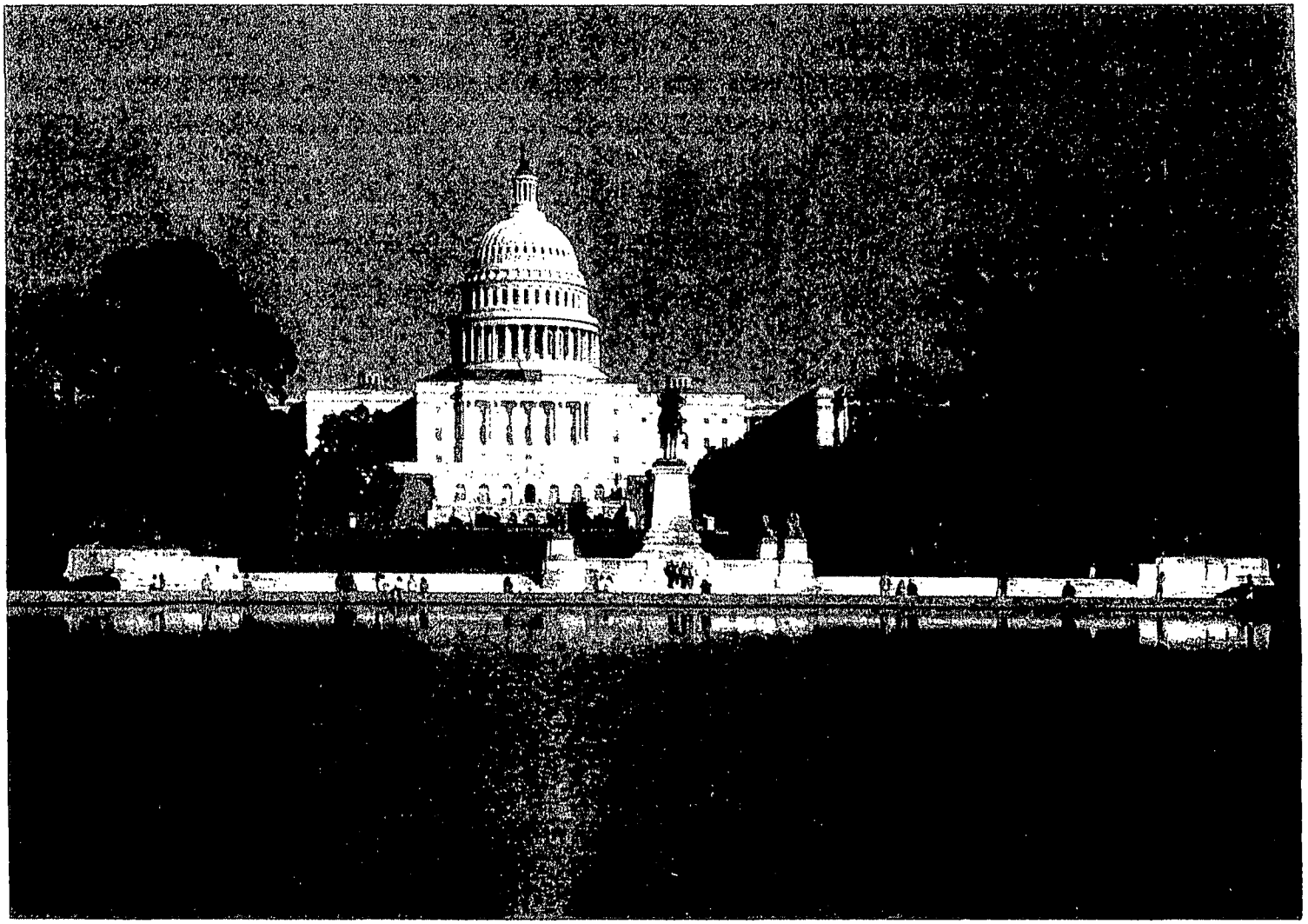
- The Environmental Protection Agency (EPA), gatekeepers of federal regulations including the Clean Air Act and the proposed extended warranty, sees no added value by doubling the current 5 year/50,000 mile coverage on emissions systems. In a letter to U.S. Rep. John D. Dingell, EPA Administrator Lee M. Thomas outlined the agency's position on the warranty extension:

1. "We believe that those reductions (in vehicle emissions) can be achieved by applying the extended life provision to the certification and recall requirements of the Act.
2. We do not believe that there would be any significant additional environmental benefits from also extending emissions warranty coverage as proposed.
3. Thus, we do not support the proposed extension of the warranty provisions."

- As new car prices rise, older cars would would remain on the roads and highways. These are the primary offenders of emission system inspections.
- Seventeen states and certain regions in other states have no inspection and maintenance program. Thus, car owners in these areas receive no benefit from an extended warranty.

Anti-Competitive

- A total of 113,000 jobs would be eliminated at service stations, garages and automobile manufacturing and sales companies.



- Nearly 60% of the emission control service work, covered under warranty and performed by independent service outlets, would shift to the new car dealer's service department.

After passage by the committee, the next step is for the full Senate to vote when the bill comes up on the floor. Before your Senators vote, let them know your opposition to this detrimental legislation.

Many constituents have written their Senators. However, don't let your Senators forget the blow this warranty extension could deal to you and your customers. Consumers would be the losers if this legislation passes. Send a letter, or follow up any earlier correspondence with a typed or handwritten note, to: The Hon. _____, U.S. Senate, Washington, D.C. 20510. You may also call the Senate switchboard at 202-224-3121 and ask for your Senator's office or schedule a personal appointment with your Senator.

"We do not believe that there would be any significant additional environmental benefits . . . thus, we do not support the proposed extension."

Lee M. Thomas, Administrator,
Environmental Protection Agency

CREATIVE SELLING



ATTRACTING CUSTOMERS WITH DISPLAYS

Today, customers are inclined to seek special deals and wait for sales before they buy merchandise or stock up on small products. As a result, customer demand for products fluctuates more widely than ever before.

Attractive displays can draw attention and lead to product inspection and selection. Displays should allow access to several shoppers at once. Inform your customers of any specials—both advertised and non-advertised. These steps will educate customers, keep them in your store longer and stimulate unplanned purchases.

Well-designed displays are versatile. They can accommodate the addition of new products and promote impulse sales. By creating a strong visual impact at the point-of-purchase, your display presents the convenience of one-stop shopping.

By arranging merchandise in a related fashion, your displays increase sales potential for all products one hundred and seventy percent over displaying these same products separately.

Displays can be made more eye catching and effective by using the simple props found in your NAPA AUTO PARTS store. The use of point-of-purchase props can increase sales by one hundred and twelve percent over displays without props.

Be sure to keep the displays fresh and neat. Poor housekeeping and unchanged displays have a negative effect on customers. A display's sales impact can also be victimized by out of stock conditions. When the contents of a display drop to a low level, the display loses customer appeal.

When displaying seasonal merchandise or an advertised special, use feature end displays. This will give you increased customer awareness leading to more unplanned purchases.

Point-of-purchase signage is the last step in designing a successful selling display. Effective point-of-purchase signage must have two ingredients to be successful: it must tell your customer the benefits of buying the product; and it must show the price or any special price of the product. Including point-of-purchase signage on your display will inform and stimulate unplanned purchases. Effective point-of-purchase signage enables you to maintain control of the message delivered to your customer at the point of sale.

Attractive, accessible, well-designed and maintained displays, with proper signage, increase your sales.

PLANNING YOUR SALES AREA

How large should my sales area be? How much inventory will I need? How can I afford a cashier?

Does this all sound familiar? You've probably asked yourself and others these same questions. Some people may have just smiled at you and others may have told you plans of "super stores" which required financing that would scare even Macy's. The fact is, the answers to your questions are all within your store.

How large should my sales area be? How much inventory will I need?

These questions should be followed with a series of questions about your store. How much walk-in traffic does your store now receive? Are you relocating your store or are you staying in the same location? How much do you expect your business to increase by making these changes? Ten percent, thirty percent, fifty percent?

Your sales area size and inventory should be determined by first looking at the inventory you want to display. You should never order gondolas and just "fill them up." This will make it difficult to achieve a return on your investment. Just as all good salespeople do, decide what you're going to sell, and then look at how it can be properly merchandised.

Look at the percentage by which you intend to increase your sales, then look at your investment and make your plans. However, if you plan to build a large sales area, you must plan for a large merchandise order. Look first at the amount of merchandise you can afford, then build your sales area to fit your merchandise order. Remember, you will sell more out of a smaller, well stocked sales area than a larger sales area which appears empty.



INTRODUCING THE SILOO TRIGGER.™

The latest innovation in aerosols.

SILOO's most popular spray chemical products are now available with a new aerosol sprayer that gives positive directional control, even in tight spots. It's The SILOO Trigger—and since it sprays where it's supposed to, it's safer and more economical to use.

The SILOO Trigger's light, comfortable touch is easy on the hand, spray after spray after spray. Its shorter extension tube is every bit as accurate as a long tube, easier to maneuver, and easier to keep track of on the job because it slides right into the back of The SILOO Trigger.

NAPA

SILOO

The SILOO Trigger pulls in profits.

The SILOO Trigger works hard for you, too—because its high performance doesn't come with a high price tag. In fact, for a limited time you can take advantage of special introductory pricing on SILOO Trigger PDQ, Brake Parts Cleaner, Engine Shampoo, and Carb and Choke Cleaner.

You'll get faster inventory turns, better profits.

Don't miss out. Contact your NAPA Multi-Line District Manager today, and get SILOO Trigger Happy.

SILOO

P.O. Box 2549, Warminster, PA 18974

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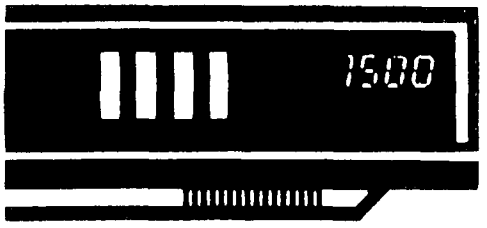
NA0788-1

ONE STEP AHEAD

STAY IN TUNE WITH NEW BRAKE TRAINING

Help your employees and customers learn new brake systems and how to troubleshoot problems with NAPA Brake's training videotapes and anti-lock brake manuals. The three-part video covers servicing and repair for basic disc and drum brakes, new systems and imports including Honda and Nissan. In a separate series, NAPA United offers thorough coverage of several types of anti-lock brake systems—Teves, Bosch and Kelsey-Hayes with a four-part manual.

To order these packages, contact your Distribution Center.



VIDEO TRAINING FOR MONITOR 2000

Technological advances offer a challenge to even the most prolific technician and serious DIYer to stay current with automotive changes and improvements. To assist these consumers Balkamp offers an instructional videotape to keep customers informed on applications for the Monitor 2000. Tapes are available to review either Ford or GM vehicles. The program covers tester operations and thoroughly explains the various display models. The training package includes a 1987 manual from the manufacturer in addition to the videotape. For more information contact a Balkamp sales representative.



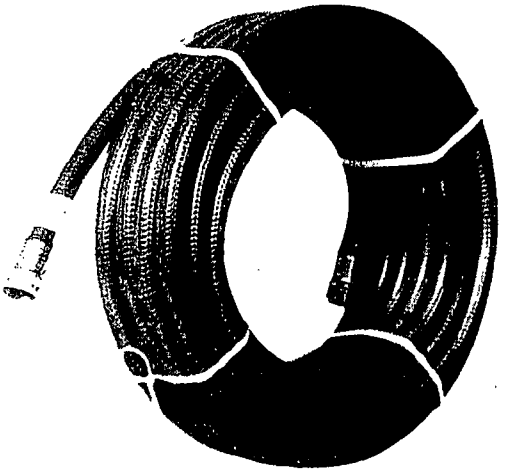
LONG-TERM LEGEND

You can now offer your customers the top of the line among all batteries with increased reserve power, long-term durability, and extended warranty protection—the LEGEND™.

NAPA Batteries offers the LEGEND™ with up to 2 hours and 25 minutes reserve power. Cars will have an extra margin of protection, in case the lights are left on or additional electrical accessories—car phones, auxiliary lights and on board computers—are attached.

The long-term warranty coverage of more than six years is an extended warranty over other premium batteries. An Ancor-Lok construction bonds the plates into one solid unit to ensure long-term durability. This minimizes vibration problems associated with small engine vibration or off road driving. The LEGEND™ is designed with a handle on most popular sizes making this battery easier to carry and install.

Your customers will be glad to know that the LEGEND has plenty of starting power—up to 650 cranking amps. As an introductory offer for the LEGEND, consumers will receive a $10 rebate with each purchase by August 15.



HOSES FROM NAPA BALKAMP

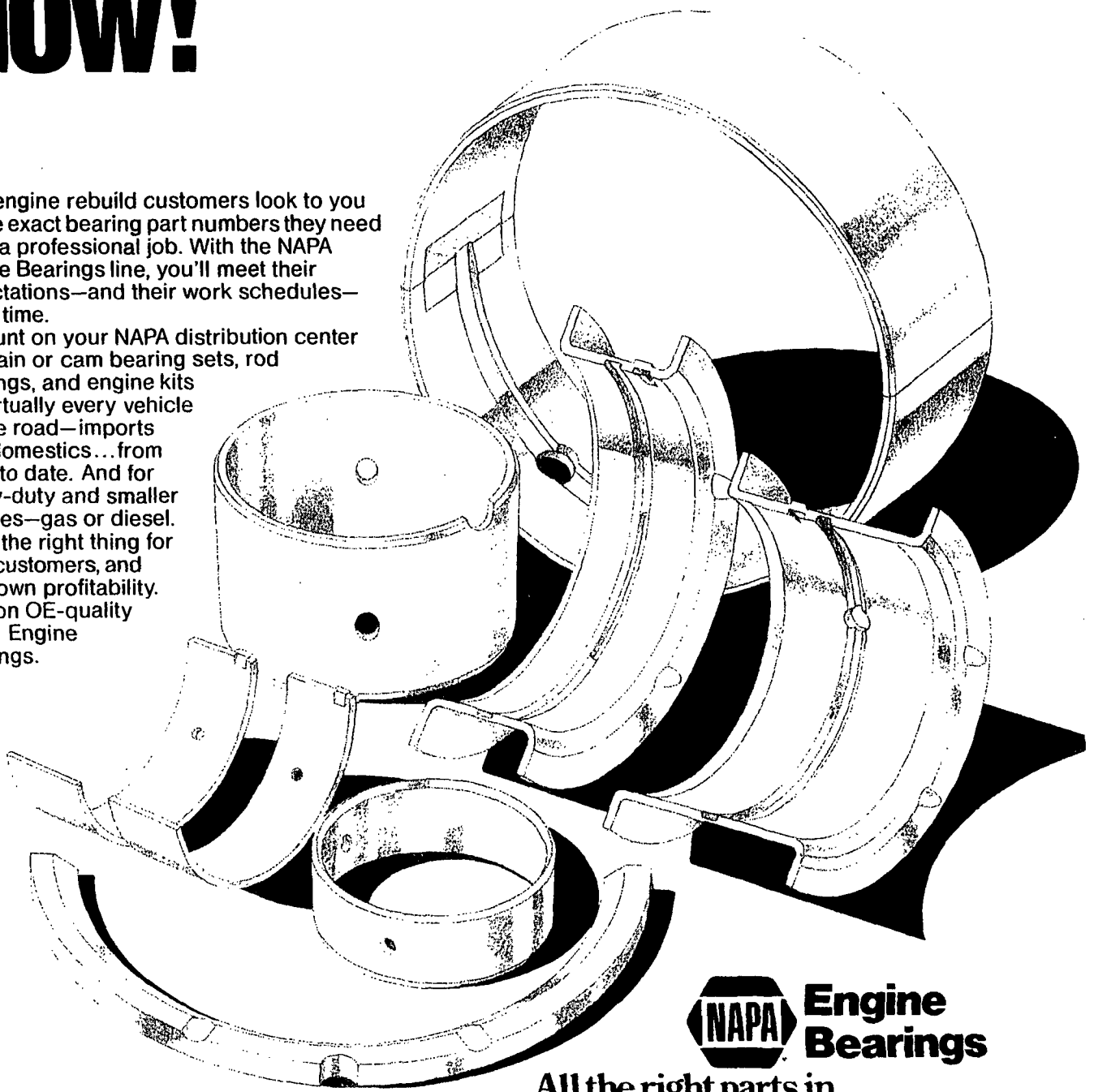
It's summertime and customers spend more time outdoors to work on the lawn, pool, boat or camper. NAPA Balkamp now offers the hose to handle chores in the outdoors. In addition to the line that was previously offered through NAPA Belts and Hoses, a new, 50-foot and 1-ply garden hose was added.

The right engine bearings, right now!

Your engine rebuild customers look to you for the exact bearing part numbers they need to do a professional job. With the NAPA Engine Bearings line, you'll meet their expectations—and their work schedules—every time.

Count on your NAPA distribution center for main or cam bearing sets, rod bearings, and engine kits for virtually every vehicle on the road—imports and domestics...from 1970 to date. And for heavy-duty and smaller engines—gas or diesel.

Do the right thing for your customers, and your own profitability. Rely on OE-quality NAPA Engine Bearings.

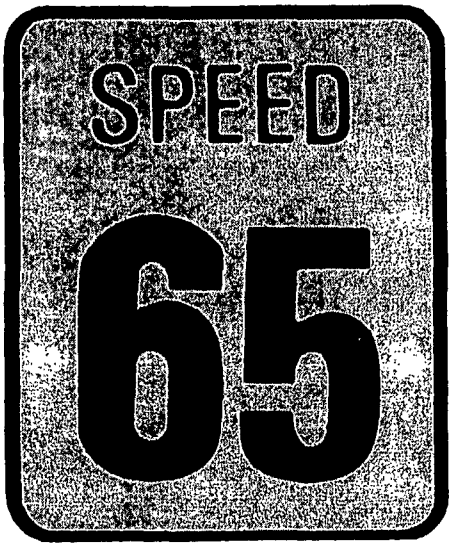


NAPA Engine Bearings

All the right parts in all the right places.®

©1988 National Motor Bearing Company.

INDUSTRY TRENDS



IS 65 MPH JUST AS SAFE?

Transportation Secretary James Burnley recently reported that raising the speed limit to 65 mph on some rural stretches of interstate highway has had no effect on the traffic death rate.

"We are just not finding any distinction" between the rate of fatalities on the higher-speed highways and on those where the speed limit remains at 55 mph, Burnley explained.

He did however, refuse to give statistics on the effect of the higher speed limit on fatalities, saying those statistics would be included in a report to Congress.

NEW CATEGORY FOR ENGINE OIL

The American Petroleum Institute, the American Society for Testing and Materials and the Society of Automotive Engineers have developed a new service category for engine oils, known as "SG."

The category provides improvement over the current "SF" motor oils in the areas of sludge prevention, oil oxidation and engine wear.

INCENTIVES PLANNED FOR AUDI

Since peaking at sales of 74,061 vehicles in 1985, the Volkswagen owned Audi Company has seen its sales steadily decline. The reasons being the weakness of the dollar and the allegations that the Audi 5000 sedan is plagued by sudden acceleration problems. Also contributing to the sales decline has been the price increase of the 5000 model.

Audi is moving to change that sales decline and has begun offering incentives to buyers, even though officials say the U.S. business will again lose money in 1988. For the long term, Audi's strategy includes replacing the 4000 and 5000 models with redesigned models. Replacing the 4000 series is the 80/90 series and replacing the 5000 is the 100/200 which makes its first appearance later this summer.

Top company officials say 1987 U.S. losses exceeded $120 million. Predictions for 1988 are that sales will be in the neighborhood of 28,000, less than half of Audi's 1986 sales.

MOTORWEEK SELECTS THIRTEEN WINNERS

Thirteen winners were named number one in *Motorweek's* sixth annual "Driver's Choice Awards," a selection of the world's best vehicles in a range of categories.

To pick the winners, *Motorweek's* staff tests between 88 and 100 cars each year. Driving the cars for two weeks, the staff puts an average of 1,250 miles on the vehicles and notes the pros and cons in areas such as acceleration, slow speed handling, braking, mileage and emergency lane change.

The categories and the top choices were as follows:

Best Bargain Car	Volkswagen Fox
Best Small Car	Honda Civic Sedan
Best Station Wagon	Ford Taurus/Mercury Sable
Best Mini-Van	Plymouth Grand Voyager Dodge Grand Caravan
Best Sport Coupe	Ford Thunderbird Turbo
Best 5-Door Hatchback	Merkur Scorpio
Best U.S. 4-Door Sedan	Eagle Premier
Best Imported 4-Door Sedan	Volkswagen Jetta GL
Best Convertible	BMW 325i
Best Luxury	Jaguar XJ6
Best Performance for the Money	Ford Mustang LX
Best Performance	Ferrari Testarossa
Best Multi-Purpose Vehicle	Jeep Cherokee Wagoneer

ROLLOVER CHARGES CONTINUE

For the first time in ten years, Consumers Union, publishers of *Consumers Reports*, announced that it has found a vehicle "not acceptable."

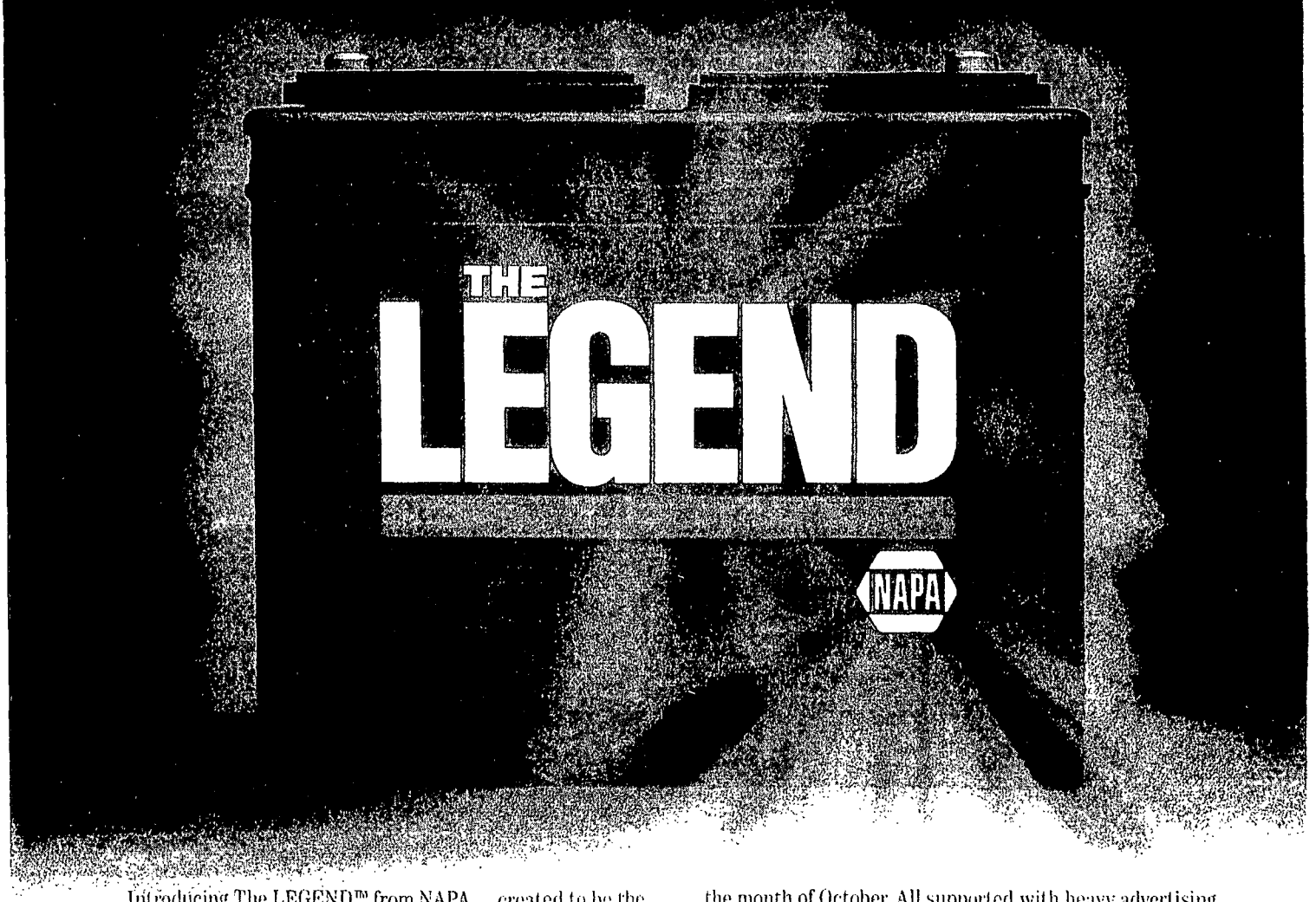
The vehicle is the Suzuki Samarai and the reason cited was that in tests conducted by Consumers Union, the Samarai repeatedly flipped over after making sharp turns at approximately 40 mph. Consumers Union went on to say that the Samarai is so unacceptable that the Suzuki Motor Company should buy back each and every one of the 150,000 models sold in the United States since 1985.

In rebuttal, Suzuki vice president Doug Mazza said, "We have absolute confidence that we are selling a safe and stable vehicle."

However, this is not the first vote of non-confidence for the Samarai. As recently as last February, the Center for Auto Safety called for a vehicle recall, basing its findings on the Samarai's alleged tendency to turn over.

At that time, Suzuki announced that it would conduct its own investigations.

FINALLY, A BETTER BATTERY.



Introducing The LEGEND™ from NAPA... created to be the battery of the future... created to boost your sales right now.

The LEGEND is better in reserve power. Better with a 75-month warranty. Better in durability with its unique Ancor-Lok™ construction. And better to install since it comes with its own handle (most sizes).

What's more, The LEGEND is being backed by the most aggressive battery sales promotion program ever developed.

- Starting in July, you can expect national network TV, and national magazine advertising.
- Plus a special $10 rebate program available at stores and dealers from July 15th through August 15th, and during the month of October. All supported with heavy advertising on network TV and national magazines.
- Dealers can take advantage of the "Legendary Reward" Incentive Program including free trips to the Super Bowl.
- Plus you can get escalating discounts on LEGEND purchases allowing you to extend additional savings to your dealers.

Make sure you're part of this better battery program. It will lead to better sales and profits.

And a better future for all.

The LEGEND... a better battery.

NAPA

All the right parts in all the right places.®

DATELINE

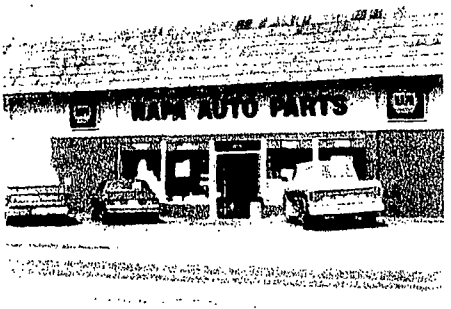
OWNERS HEAD BEYOND THE GREAT WHITE NORTH

NAPA New Englanders celebrated their victory in the "NAPA Derby" during the third cruise offered in the 1988 National Incentive Program. Approximately 700 NAPA AUTO PARTS store owners participated in the two Alaskan cruises. Team "DAPA NAPA" victors were: Warren and Cathy Morse, Dick and Marie Tucker, and Suzanne and Bernie Casey.

Morse is a multi-NAPA AUTO PARTS store owner with locations in Hyannis, Orleans, Plymouth and Rockland, Massachusetts; and an additional five stores serviced by NAPA Maine. Tucker owns five NAPA AUTO PARTS stores in Malden, Melrose, Saugus, Stoneham and Wakefield, Massachusetts. Casey owns a NAPA AUTO PARTS store in Newburyport, Massachusetts.



L-R: Warren & Cathy Morse, Marie Tucker, Suzanne & Bernie Casey, Dick Tucker.



A PLENTIFUL FALL HARVEST

From Syracuse to San Diego, more than 2,500 NAPA AUTO PARTS stores reached over one million agricultural customers with the spring National Farm Circular Program. With harvest time nearly upon the farming industry, the NAPA AUTO PARTS stores will again have an opportunity to reach farmers and rural DIYer's through the Fall National Farm Circular Program.

For one month of a three and a half month period, a direct mail and local print advertising promotional campaign will be sent to targeted consumers announcing the various product specials available during harvest. The National Farm Circular Program is offered twice annually—during spring to prepare for planting and in the fall for harvesting.

PIPELINING BRINGS BUSINESS BOOM

"Since the store's exterior was pipelined in May, new faces have been coming in all the time," said Betty McGrath, owner of NAPA AUTO PARTS/Augusta Auto Parts in Waynesboro, Virginia. She credits the increased customer volume due to the pipeline completion (above).

McGrath took an extra step by upgrading the machine shop with more cleaning equipment. She also extended the color theme to her machine shop and painted "NAPA Machine Shop" in big, bold letters overhead to let customers know of this expanded service.

Upon completion of the pipeline project, McGrath celebrated the store's 29th anniversary with a Grand Open House Sale. Serviced by NAPA Richmond, the NAPA AUTO PARTS store gave away door prizes and refreshments and set up a remote broadcast. "Even when I'm away from the store, at the supermarket or the bank, people compliment me on the positive appearance that the pipeline image projects," McGrath said.

McGrath's store earned another accolade when store manager Randy Aleshire Jr. won NAPA Filter's display contest. As the regional winner, he received an Apple computer.

In addition, the Waynesboro Chamber of Commerce gave McGrath a citation commending her efforts in enhancing a corner of the community. "The parking lot may be the next change for us since it seems to stay filled with the increased customer traffic," she added.

WIN A TRIP TO ATLANTA

If your nominee wins the 1988 NAPA/ASE Technician of the Year, you also win a trip to Atlanta to attend the NAPA annual meeting, October 16-18. In its seventh successful year, the competition recognizes technical excellence among service installers. Each of the 74 NAPA Distribution Centers selects one nomination from all entries to forward to NAPA Headquarters. The field of candidates is narrowed to 25 names from which a panel of trade publication editors taps the winner. Don't delay. The deadline for entry is **July 31.**

Which car owner can fill all his engine gasket needs with NAPA Gaskets?



Both of Them!

When we say NAPA gaskets offer the best coverage for domestics and imports, we're not just talking about the highways and biways. NAPA High Performance Gaskets are designed and manufactured to the latest standards of heavy duty racing technology to get the job done down the quarter-mile, around the twisties, or out on the high-banks.



So, whatever your customer's gasket needs, tell them to see you first . . . they won't need to go anywhere else.

NAPA Engine Parts ®

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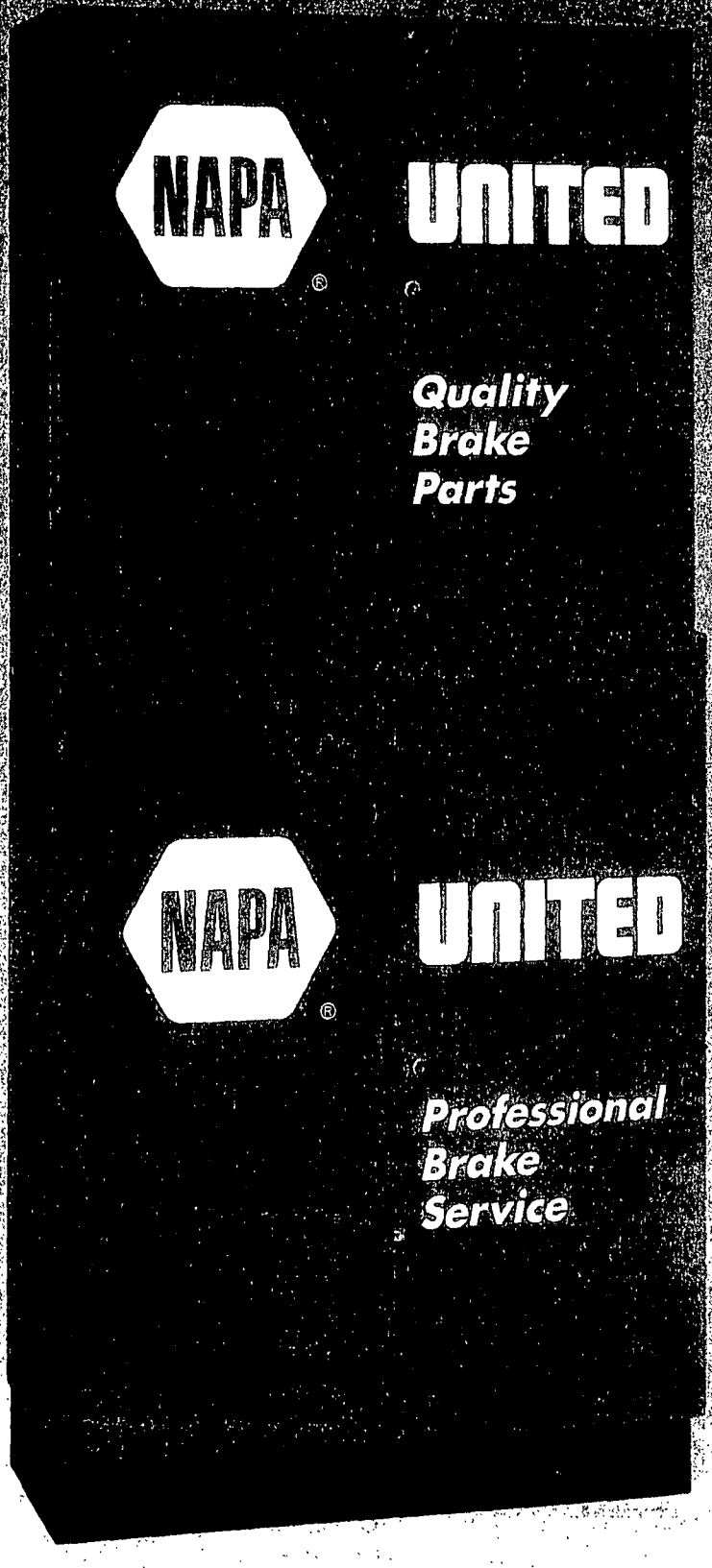
VISUMATIC...

Brake Center that Never Stops Selling



Every United VISUMATIC Business System you put into a dealer's shop increases your profit because it never stops selling brake parts. Its a constant reminder that professional brake service is the dealer's specialty. VISUMATIC is a proven brake service business builder.

But what's *inside* the VISUMATIC is what pays off for your dealer customer. Master Cylinders, Wheel Cylinders, Brake Hardware, Repair Kits, Brake Hoses and more – parts immediately available for the domestic and import vehicles he's working on. The dealer can do more brake jobs, do them faster and free up bays quicker because he will have the right parts when he needs them. Plus, the VISUMATIC System incorporates a simple, foolproof method of re-stocking parts: a quick glance shows which parts have sold and require replacement.

And the best part is that every dollar invested by you and your customer is 100% protected by the VISUMATIC System against obsolete parts. Get complete details on the VISUMATIC System. Its a money-maker that never stops selling.