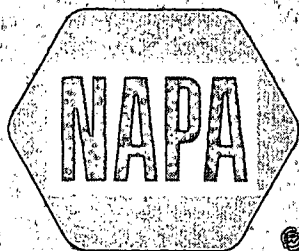


1984 is
The Year to...



Make it
NAPA BRAND new!

When planning began for NAPA's 1984 marketing programs, the question was asked: What does the NAPA Jobber have that differentiates him from his competitors? The answer was simple: The NAPA Brand.

NAPA is no longer just a quality image or a place to buy parts; it has become a nationally recognized brand name.

Even without the benefit of national advertising to this effect, enough customers have purchased NAPA products that NAPA now has a brand awareness that puts the NAPA brand name at, or near the top, of many product

categories — right up there with other well-known national brands. So just think what can be accomplished by advertising to consumers in 1984 the benefits of using NAPA brand products to make their vehicles "NAPA BRAND New!"

"Make It NAPA BRAND New!" is NAPA's new advertising slogan for 1984, and will be the central focus of all of NAPA's marketing efforts throughout the year.

More importantly, it will closely tie into the many exciting marketing tools available to the NAPA Jobber in 1984, including . . .

