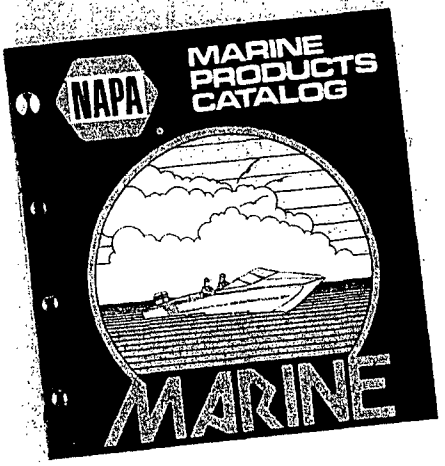
1984 PUBLICATIONS FROM NAPA

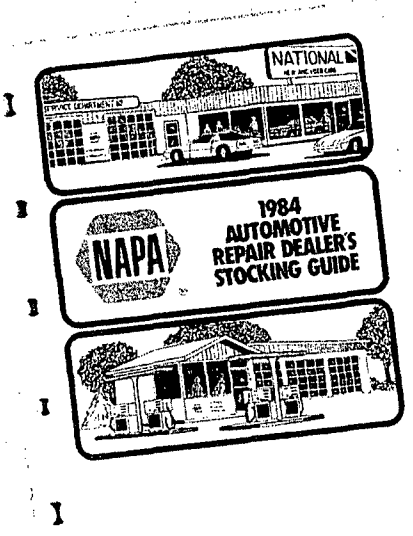


New! 1984 NAPA Marine Products Catalog

1984 marks the first time ever that NAPA is offering you a NAPA Marine Parts Catalog. Featuring products from 18 NAPA Manufacturers, this one catalog lists the many marine products that you either already have in stock or can obtain overnight.

Rather than listing the thousands of direct part number applications, this new Marine Products Catalog has been done in a "sell piece" format; i.e., photographs are included to illustrate the broad range of available products, along with brief descriptive copy and part number information. This makes the new NAPA Marine Products Catalog an excellent selling tool for gaining the business of the boat-owning do-it-yourselfer *and* the marine dealer/repair shop.

If you've been looking for an effective sales tool to gain business in the non-traditional marine market, here it is. For more information on NAPA's new Marine Products Catalog, contact your NAPA Distribution Center.



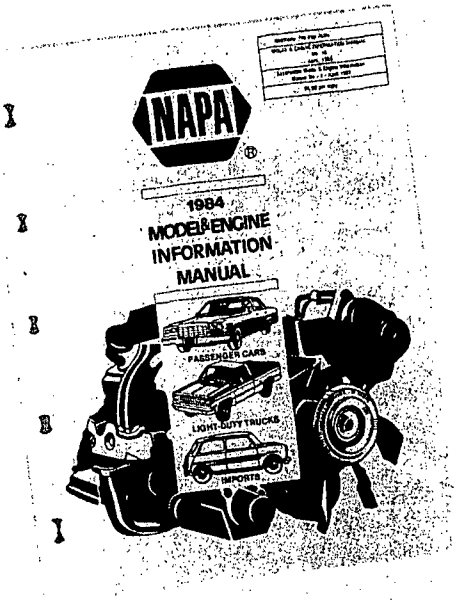
1984 NAPA Automotive Repairman's Stocking Guide: A Vital Tool for Your Outside Salesperson

NAPA's Automotive Repairman's Stocking Guide is an important part of any outside sales program, as it provides an approach to a planned inventory program designed to minimize your customer's investment yet maximize his coverage.

The 1984 Stocking Guide is divided into two sections: one lists the recommended stocks and general application information, whereas the second contains inventory control information for dealers. All stocking levels have been reduced, and stocking depth suggestions have been eliminated; only per car quantities are suggested. Also included in the 1984 NAPA Automotive Repairman's Stocking Guide is a checklist of tools, equipment and shop supplies as a reminder for the outside salesperson.

The NAPA Automotive Repairman's Stocking Guide is a vital part of NAPA's Outside Selling Skills Workshop, and for good reason: it's a versatile and easy-to-use tool to help your outside salespeople get — and keep! — additional stocking accounts.

For information on obtaining a supply of NAPA's 1984 Automotive Repairman's Stocking Guide, contact your NAPA Distribution Center.



1984 Model & Engine Information Manual

What are the counterperson's first questions when dealing with a customer in person or over the phone? "What model? What engine? What year?"

Before NAPA introduced its Model & Engine Information Manual, it took an experienced mechanic and counterperson to positively identify a vehicle to ensure that the correct parts could be pulled. The NAPA MEI Manual, however, takes out the guesswork; one easy-to-use publication now tells you what engine is available in what vehicle model, and in what year.

The 1984 NAPA MEI Manual not only covers all domestic passenger cars built between 1961 and 1984, but also covers light trucks and imports. What's more, the MEI Manual also explains the increasingly important Vehicle Indentification Number (VIN) and where it is located on the vehicle.

NAPA's 1984 Model & Engine Information Manual is a publication that can help improve the accuracy and efficiency of your counterpeople. Contact your NAPA Distribution Center for ordering information.