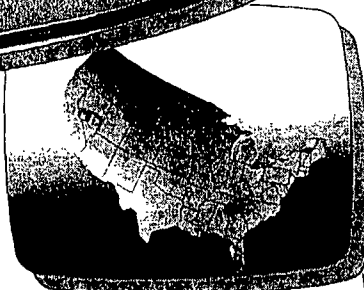
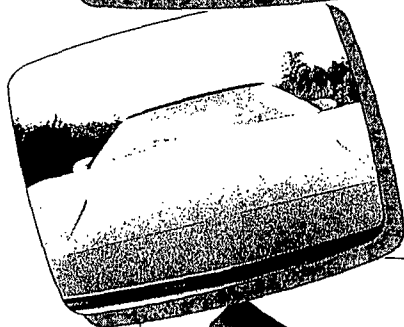
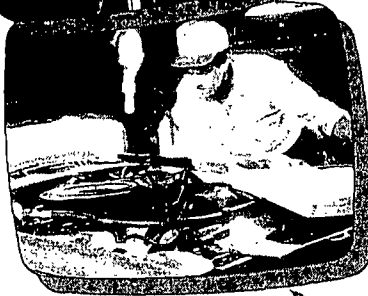


REACHING YOUR DEALERS



You'll be number one with your traditional customers in 1986 with advertising specially designed to increase business for NAPA service dealers.

An entire segment of NAPA's national advertising campaign has been devoted to your dealer customers. This year we're increasing the NAPA commitment to the traditional segment, making your dealers an even bigger part of the story by featuring them in TV commercials and magazine ads. It's a smart move because when your dealer's business increases, your business increases.

This commitment takes off with a new network television spot. The spot centers the consumers attention on the advantage of having their car repairs done by a service professional who uses NAPA parts. It evokes trust both in the NAPA service dealer and in the NAPA name and when a consumer trusts, his business can't be far behind.

Magazine ads will raise the traditional market's awareness of the NAPA AUTO PARTS store. The ads cover all the benefits a service dealer can receive from his NAPA

Imagine what millions of dollars in advertising could do for your business.



GENUINE DAYS
Sale!



All the right parts in all the right places.



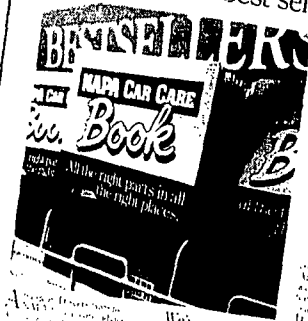
Jobber — from quality parts to training clinics, to advertising support and sales promotion. These dealer ads will appear throughout 1986 in many industry trade journals, including: *Motor, Motor Age, Motor Service, Import Car, Super Service Station, Service Station Management, Brake and Front End and Tire Review.*

Dealer customers will get even more mileage from their NAPA connection with "The Big Event." This sales promotion introduces the NAPA Car Care Book and, more importantly, the NAPA National Warranty Program and the NAPA 800 number.

The National Warranty Program will let dealers know that participating NAPA stores will stand behind their products, which will make dealers look good to their customers and make NAPA Jobbers look good to everybody.

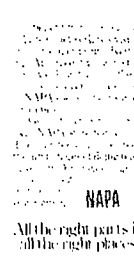
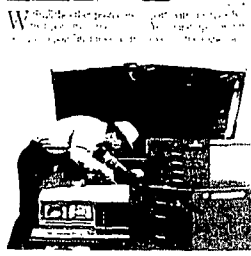
The 1-800-LET-NAPA number will tell dealers that we're interested in increasing

This free book can be your best seller.



All the right parts in all the right places.

The part of your business you'll never have to worry about.



their business. Why? Because while the 800 number will refer callers to their nearest participating NAPA AUTO PARTS store, it also lets the NAPA AUTO PARTS store refer the caller to a NAPA service dealer when service assistance is needed. That means more business for our traditional customers.

And because of the special television commercial, which promotes the NAPA Car Care Book and mentions NAPA service outlets, dealers will receive an additional advertising benefit.

To help you in explaining our expanded commitment to the traditional market, NAPA has developed a special tool. It's a dealer brochure and it's full of information that tells dealers about what NAPA is going to do for them in the coming year.

The traditional market — it'll be yours for the taking in 1986.