

MAKE IT NAPA BRAND NEW!



Your new Car Care Days billboard will get the message across loud and clear: "Make It NAPA BRAND New!"

MAKE IT NAPA BRAND NEW WITH

NAPA'S 1984 CAR CARE DAYS!

NAPA's widely-recognized Car Care Days promotions will again be the two major sales events of the year for NAPA Jobbers and participating service outlets in 1984... but with some exciting new twists!

Since this program's inception in 1982, NAPA's Car Care Days have proven extremely successful in meeting their original objectives.

- To create an awareness of the need for seasonal vehicle maintenance and repair;
- To provide a strong sales vehicle to move product through NAPA jobbing stores and participating dealer outlets, and;
- To create an opportunity for NAPA Jobbers and their dealer customers alike to enjoy the benefits of tapping into a unified national promotion.

For 1984 each of the two national promotions will be concentrated within an eight-week period in both the spring and fall.

The spring NAPA Car Care Days will run on a national basis from March 26 through May 20. The national fall promotion will take place between September 17 and November 11.

NOTE: You'll notice that, for 1984, the two promotions will simply be called NAPA Car Care Days, leaving off the spring and fall references of earlier years. This will enable both you and your participating dealer customers to extend your local selling periods for as long as you'd like to con-

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tinue to cash in on the extra sales these business-building promotions will bring!

NEW NATIONAL NETWORK COMMERCIALS GET THE MESSAGE ACROSS

With a brand new, clever and definitely attention-grabbing network television commercial, motorists across the country will receive NAPA's car care message: Whether you do your own repair work or take your vehicle in for professional service, now is the time to "Make It NAPA BRAND New!" by visiting participating NAPA Jobbers and dealers during NAPA's Car Care Days.

These new network commercials will appear on sports, prime time, news and late night programming in both the spring and fall.

DEALER MAGAZINE ADVERTISING PRESELLS FOR YOU

A strong, all-new print advertising campaign directed at the service repair trade will encourage even higher levels of dealer participation in NAPA's 1984 Car Care Days.

Prior to the kick-off of each of the two national promotions, a new ad — headlined "Hoist Your Sales!" — will appear in five leading dealer magazines, including: MOTOR, MOTOR/AGE, MOTOR SERVICE, SERVICE STATION MANAGEMENT and SUPER SERVICE STATION.

Directing dealers to their nearest NAPA Jobber for details, these ads will have dealers in your area primed and ready to go for the added business NAPA's Car Care Days will generate.

PRICE/PRODUCT SPECIALS FOR DEALER AND RETAIL CUSTOMERS

For 1984, both the spring and fall NAPA Car Care Days promotions will include a variety of price/product specials for your dealer as well as retail customers.

A special Dealer Sales Book will enable you to offer a wide assortment of the most popular traditional dealer items, all specially priced during your Car Care Days promotions.

For the retail customer, you'll have an assortment of special sales-oriented promotions. For example, NAPA's Car Care Days circulars will be back for 1984, with four pages of popular, traffic-building do-it-yourself items.