

HELP SELECT THE 1984 NAPA/ASE MECHANIC OF THE YEAR!



Mr. and Mrs. Dick Romero (left) of Romero's Service & Supply nominated last year's winner, Robert J. Leone (center) who, with his wife Debbie, accepted the award from NAPA President Bob McKenna at NAPA's 1983 Annual Meeting.

We're already entering the third year of the NAPA/ASE* Mechanic of the Year Program, which is sponsored by NAPA Engine/Chassis Parts with NAPA's full support. So let's take a moment to refresh our memories as to how this program works



and then move on to the particulars of this year's program.

During May, June and July of this year, NAPA Jobbers should be nominating service repair customers for the NAPA/ASE Mechanic of the Year award. Please note that you may nominate as many mechanics as you feel merit this distinction. However, all of your nominations must be compiled and forwarded to your NAPA Distribution Center by August 2, 1984.

Once the jobbers' completed nomination forms are received at the NAPA Distribution Center, D.C. personnel will review all of the candidates and select one mechanic to represent the trading area. The resulting nominations will then be forwarded to NAPA Headquarters, where 25 finalists will be selected from the 73 semi-finalists representing each NAPA Distribution Center.

On September 6, a panel of five dealer-level trade publication editors will perform the final judging to select the 1984 NAPA/ASE Mechanic of the Year. The winner will be selected based on a number of criteria, including ASE certification, merchandising and sales promotion efforts, participation in training clinics, good business practices and civic/community involvement. The announcement of the winner will be made in early October.

The NAPA/ASE Mechanic of the Year Program provides a number of benefits.

The consumer-oriented publicity generated by the program goes a long way toward increasing consumer awareness of the quality parts and service behind the NAPA name.

Likewise, publicity found in the automotive aftermarket trade press as a result of the program helps to greatly increase dealer awareness of NAPA and to highlight the benefits of doing business with the NAPA Jobber.

And finally, the valuable service provided to the industry by the program should be mentioned. While consumers learn what to look for in evaluating a mechanic, dealers realize all the benefits of buying from a NAPA Jobber.

Your ongoing support is what makes the NAPA/ASE Mechanic of the Year Program an ongoing success. So be sure to mark the following dates on your calendars:

May, June, July — Compile your nominations.

August 2 — Your nominations are due at your NAPA Distribution Center.

HAPPY NOMINATING!

*The National Institute for Automotive Service Excellence, formerly referred to as NIASE, has recently changed its logo to ASE.

A RECORD

57,000 REGISTER FOR ASE TEST

What do you do for an encore after two record registrations in a row? If you're the National Institute for Automotive Service Excellence (ASE), you top those with another record buster.

Over 57,000 technicians signed up for the ASE tests in May, 1984; this is 12,000 more than the previous record set last spring.

"We're most pleased, especially since hitting 50,000 has always been an Institute goal," said ASE President Ron Weiner. "But forecasting in this unique operation is tough, so we remained cautious. Now we know we've topped them all."

The Institute attributes its growing success to the realization by the industry that ASE has not just "arrived," but that it is

here to stay — an established and respected partner in the automotive service community.

"We think," continued Weiner, "that technicians who want to be true professionals — and have the credentials to prove it — have decided ASE certification is the only way to go."

ASE is now taking aim at increasing its fall test registrations. NAPA Jobbers can do their part by informing their customers that the fall test registration deadline is October 5, 1984. Promotional material and information on the upcoming fall test series will be soon available through ASE, 1825 K Street, Northwest, Washington, DC 20006-1249.