

NAPA SPRING-FALL CAR CARE DAYS

In 1982, you're going to have the most cohesive . . . the most comprehensive . . . the most *complete* selling program ever!

Introducing NAPA's Spring Car Care Days and Fall Car Care Days, two of the most beautifully designed and coordinated major sales events that have ever been put together. And they're yours — not only to tie your dealer customers closer to you, but to build seasonal retail traffic in your store as well.

The NAPA Spring Car Care Days (March 15 — May 9, 1982) and Fall Car Care Days (September 13 — November 7, 1982) have been specifically designed to enable your dealers to tie into a national promotion. These two sales events have been coordinated so that each element is mutually supportive of the others, so that you can look forward to one of the strongest, most profitable years ever! Here's how it will happen . . .

NATIONAL ADVERTISING: PROVIDING THE CALL TO ACTION!

In 1982, your NAPA national advertising will be working *directly* for you and your dealers, both on network television and in print.

Television: For both the Spring and Fall Car Care Days promotions, commercials airing on national network television will first remind motorists of what they've put their cars through during the past season and then tell them that *now* is the time to take care of and prepare their cars for the season ahead by looking for the NAPA Spring Car Care Days or Fall Car Care Days banner at participating NAPA Jobbers and Dealers.

To intensify the advertising impact during these two major promotional events, these television commercials will run for eight weeks in the Spring (mid-March through early May) and eight weeks in the Fall (from mid-

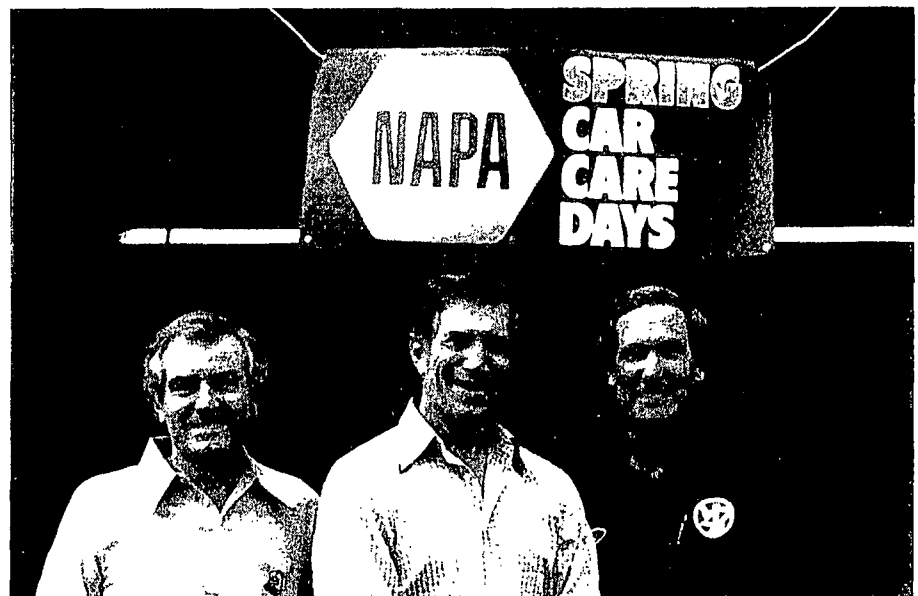


Network TV commercials for 1982 remind customers — in no uncertain terms — of what they put their cars through. NAPA spokesperson Joe Campanella then provides a solution by directing customers to your store and to participating dealers during NAPA Spring and Fall Car Care Days.

September through early November). They will air on a mix of sports, news and prime time shows.

Dealer Magazines: To help pre-sell both the Spring and Fall Car Care Days promotions, dealer print ads featuring Joe Campanella will explain a little about NAPA's Car Care Days and encourage dealers to contact their NAPA Jobber for details. The Spring Car Care Days dealer ads will run in these maga-

zines in January, February and March, just prior to the start of the promotion: MOTOR, MOTOR AGE, MOTOR SERVICE, SERVICE STATION MANAGEMENT and SUPER SERVICE STATION. These same magazines will be used for the Fall Car Care Days dealer ads, which will appear in July, August and September — again, right before the start of the Fall promotion to help pre-sell your dealer customers.



Fully coordinated P.O.P. materials link the national promotion with you and your dealer customers.