personnel who might be installing the brakes at these dealers.

What They'd Want from NAPA

These respondents would like several things from a NAPA brake center or NAPA-authorized dealer: lifetime warranties for parts and labor, nationwide network honoring those warranties, quality personnel, acceptance of credit cards and checks, and prompt service.

Attitudes toward Price

Only half the respondents said they would consider a NAPA brake job if it cost 20 to 25 percent more than other brake jobs. However, if they were convinced that the brakes would last 35 percent longer than other brakes, some--but not all--of them would consider them. Some of those who weren't sold wondered why it should matter to them how long the brakes lasted so long as they carried lifetime warranties.

Attitudes toward Asbestos and Fiberglas in Brakes

The respondents were indifferent to the elimination of asbestos or the substitution of Fiberglas in auto brakes--unless it could be shown that such a change increased brake life. None of them had any feelings one way or another about whether or not it would.