

On the Cover

In 1988, NAPA is on the move to improved programs, better relationships with its customers and staying number one in the aftermarket. NAPA President Bob McKenna introduces the 1988 internal marketing theme and explains how we're going to make that theme a call to action for the NAPA system.

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The Pipeline Pays Off

Twenty-six NAPA AUTO PARTS stores became winners this year in the NAPA Pipeline Payoff Program. As a result, twenty-five stores received cash awards and one grand prize winner won a cruise. See who some of these winners are and how they adapted their stores to the Pipeline Graphics.

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Honors and Awards



During the recent NAPA Annual Meeting, one NAPA manufacturer was presented with the Spirit of NAPA award and one man was honored for his contributions to the NAPA system. Plus, find out who is the new chairman of the board for NAPA and see glimpses of the NAPA/ASE Technician of the Year.

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Meet C. Gregory McConiga



He's the 1987 NAPA/ASE Technician of the Year. A co-owner of 20th Century Automotive in Fort Wayne, IN, McConiga was nominated by Bill Protsman, owner of NAPA AUTO PARTS/JC Automotive in New Haven, IN (served by NAPA Fort Wayne). Read about him and his qualifications for this honor.

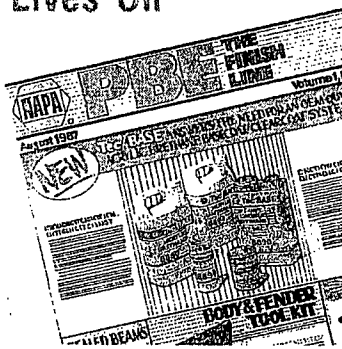
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And For the Rest

There are programs for those special markets, too. Plus, some current programs are back and some new ones have been introduced which you can adapt to the needs of your marketplace. It's all there.

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The Tradition Lives On



NAPA's traditional customers are our most important customers. And to prove it, in 1988 there's a whole line-up of programs just for them. It starts with AutoCare and Real Deals and goes all the way to new broadcast creative.

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Retail's Going Strong

NAPA hasn't forgotten your retail customers in the coming year. There's a series of special programs just for them and for you. You'll increase your visibility, your store traffic and your profits with the best retail promotions NAPA has ever offered.

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