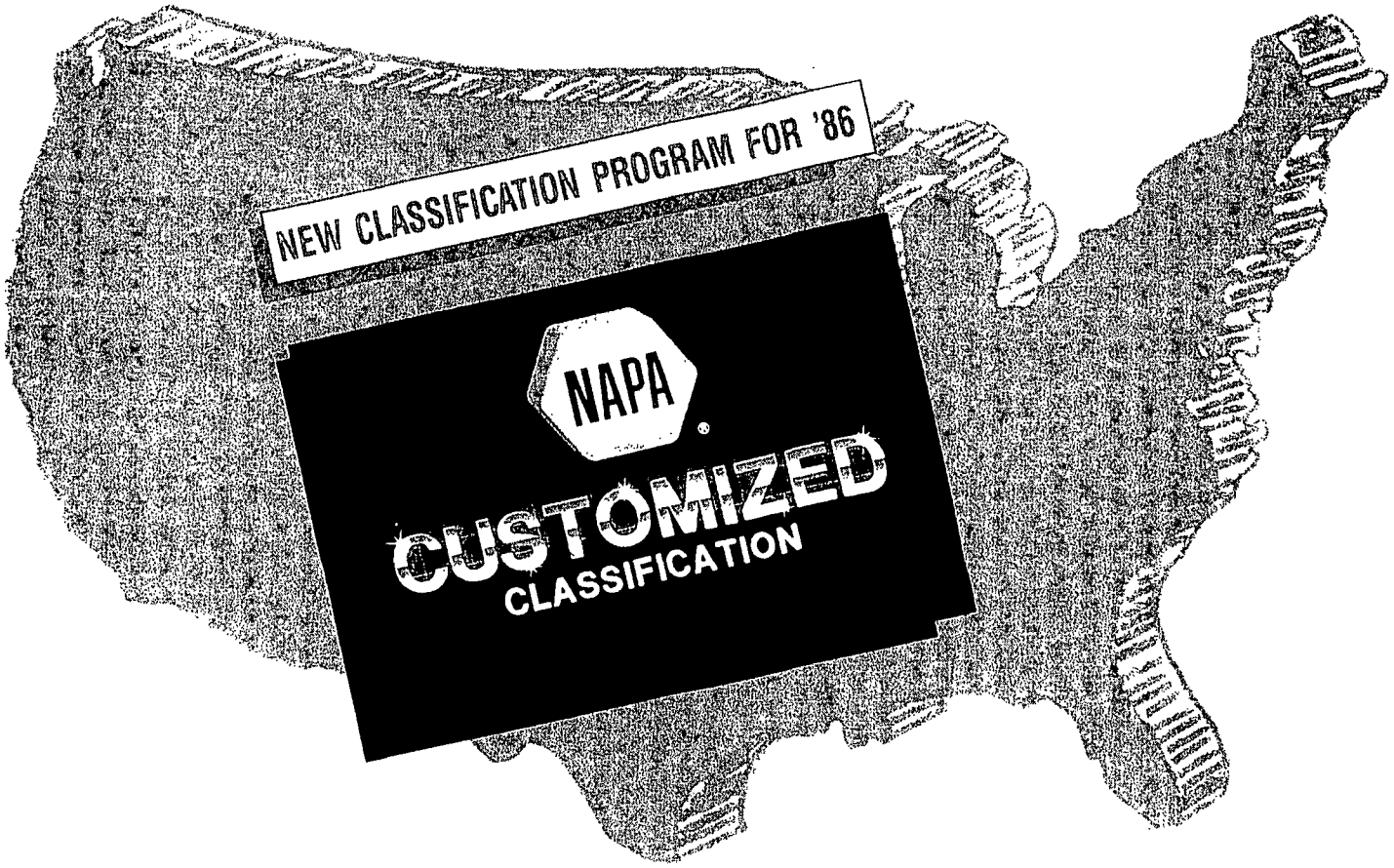


NAPA's classification program has, for years, proven to be the backbone of the NAPA system of distribution. It has given jobbers a highly competitive advantage because of its ability to offer accuracy, consistency, dependability and success. In fact, NAPA's classification program has been so successful and competitive that it is one of the most imitated programs in the automotive industry.

With success, however, comes the need for change — change in order to remain competitive and successful. NAPA Jobbers have, for some time, been asking for a change in the classification system that reflects the geographically tailored needs of American motorists. NAPA recognizes this need and is modernizing its classification program so that it will continue to meet the future with success.

The revised classification program, to be known as the NAPA Customized Classification Program, will produce, through a highly sophisticated computer program, a separate parts classification book for each NAPA Distribution Center. This new program will go into effect January 1, 1986.

Protecting the jobber's inventory investment from obsolescence and recommending a base inventory remain the prime objectives of the new classification program. In addition, the new program will save jobbers time and extra work because it will make regional or geographic recommendations on parts inventories for import vehicles, 4-wheel drive vehicles and pick-ups.

The new Customized Classification Program will allow preparation of a separate book for every Distribution Center instead of one national class book as was done in the past. NAPA's Classification Department will continue to look at each part number so that they will know what kind of part it is, how often it is replaced, how many the manufacturer sold, etc. Along with these guidelines, then, each part number in every Distribution Center will be assigned a classification code. These classification codes may or may not vary, depending on the potential to sell a particular part in a trading area.

Here is what jobbers can expect from the new program. In January, 1986, a section of every Distribution Center's book will be printed and shipped. The second section of their books will be shipped in May and the third section of the Distribution Centers' books will be shipped in September.

Jobbers will see some great advantages through the implementation of this new program. Such advantages as increased sales, faster response to changes in sales trends and the solving of footnote problems and regional stocking differences are just a few. NAPA's Customized Classification provides for automatic tailoring on those parts that are unique to a jobber's area and reduces the classification on part numbers that are not selling. This will keep a jobber's inventory free of non-moving items.

For example, import parts are in high demand on the east and west coasts, but are in lower demand in other areas of the country. Through the NAPA Customized Classification Program, Jobbers and Distribution Centers on both coasts will now see import parts classified in a fast moving category because these are the locations where the majority of import cars are located. Distribution Centers and jobbers in other areas of the country will stock only those parts that are more tailored to the vehicle population of their particular area.

In short, the NAPA Customized Classification Program will allow each NAPA Jobber and Distribution Center to now have an inventory that's even more finely tuned to meet the needs of their particular geographic area.

NAPA is proud of the Customized Classification Program — a program that has been designed exclusively for the NAPA Jobber. This new system is just one more reason why NAPA is, and will continue to be, the leader in the automotive aftermarket industry.