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NAPA'S CAR CARE DAYS ARE HERE AGAIN! 6

When you've got a program that really works for you, you don't discard it — you build upon it. That's why NAPA's Spring and Fall Car Care Days are back for 1983, with even greater national and local advertising support!



From the responses I've received in talking with many NAPA Jobbers across the country, NAPA's 1982 marketing programs worked well for you — so well that for 1983 we've taken the most successful elements of 1982's programs and improved them so that this year you and your customers can really "Run With It!"

"Run With It" is the overall theme for your 1983 marketing plan. With the carry over of certain elements, the "Run With It" program has the advantage that a year's worth of practice brings: The experience necessary to produce even bigger and more effective sales at all levels of your business, whether traditional, retail, farm, fleet, industrial/institutional, or any combination thereof.

Our Spring and Fall Car Care Days will be back for 1983 to continue to build sales for you and your dealer customers.

With the new Automotive Service Management Course, you'll be in a position to offer your dealer customers more than quality products and effective promotions. You'll be offering the indepth management training they need to run their businesses more profitably.

For retail-minded jobbers, NAPA's expanded Bargain Buys and circular programs will again be an integral part of your 1983 marketing plan.

Two separate farm market promotions for 1983 are aimed at bringing the farmer into your store so you can show him how you can help him prepare for the two busiest times of his year — while creating a very loyal repeat customer.

The fleet market, primed by a new ad appearing in leading fleet magazines, and the industrial/institutional market can be effectively tapped in 1983 using your NAPA Fleet/Industrial Door Opener Program, which has met with fantastic success in its first year of use.

To assist you with your local advertising, you now have a new Local Ad Builder Kit stocked with a wide assortment of print advertising materials and new radio spots that we believe can be very effective.

We have added some new features to our sales incentive program for 1983. This is a two-pronged program offering travel or merchandise incentives for your customers. And the 8-day/7-night NAPA Navy II Caribbean cruise for you will be something you won't want to miss out on.

Taking the various elements of your 1983 NAPA marketing plan best suited to your needs and then putting them to work for you, as an NAPA Jobber you're clearly ready to "Run With It" in 1983!

Robert E. McKenna

Robert E. McKenna
Vice President & General Manager, NAPA



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DIRECT MAIL PROGRAM PROVIDES INROADS TO FLEET/INDUSTRIAL ACCOUNTS 14

Introduced last year, the success of NAPA's Fleet/Industrial Door Opener Program has really started to snowball. Here's just one more success story of how NAPA's Fleet/Industrial Door Opener is turning into a real eye-opener!



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OH, THE INCENTIVE PROGRAM YOU HAVE FOR '83 16

With separate travel and exciting merchandising incentive programs for you and your customers, make sure your customers "Chart Their Course" while you prepare to set sail with "NAPA Navy II."



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NAPA'S NEW AUTOMOTIVE SERVICE MANAGEMENT COURSE 19

A first in the aftermarket, this management course is designed to help service station and repair shop operators run their businesses more profitably — and it's available exclusively through you.



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ANNOUNCEMENTS 22

Announcement and awards that capped off 1982.

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