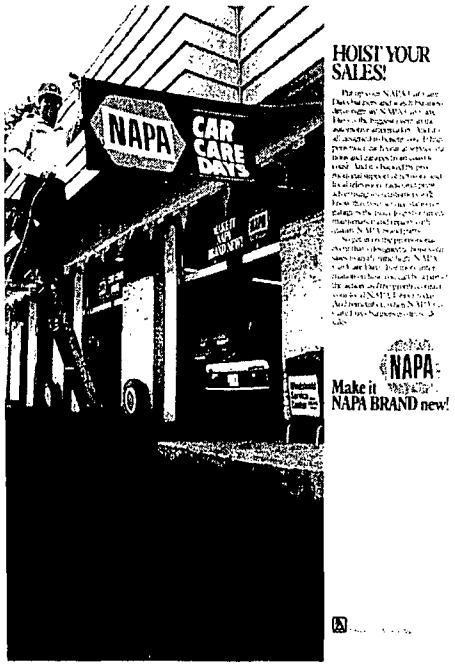


This new magazine ad will tell dealers how to get in on the biggest sales-building events of the year — your NAPA Car Care Days promotions!

You'll also have the option of running a special Car Care Days Bargain Buys promotion on specially priced consumer goods, all selected for their ability to generate store traffic.

Additionally, a selection of several different price/product promotions will be available for you to run in conjunction with NAPA's Car Care Days in both the spring and fall. Each includes a complete assortment of supporting newspaper ad slicks and radio scripts.

EXTENSIVE P.O.P. MATERIALS — THE KEY TO SUCCESS

NAPA's Car Care Days sign kits for both you and your dealers will again be the key to the success of the two sales events, identifying your store and customer locations as participating in the national promotion.

In addition to the extensive array of point-of-purchase materials provided in years past, both jobber and dealer sign kits for 1984 will include two new elements.

The first, a "Make It NAPA BRAND New!" poster, ties you and your dealer customers into the national Car Care Days television commercials.

The second addition, new price/product posters, advertise the specially priced items you've selected to offer during your two Car Care Days promotions.

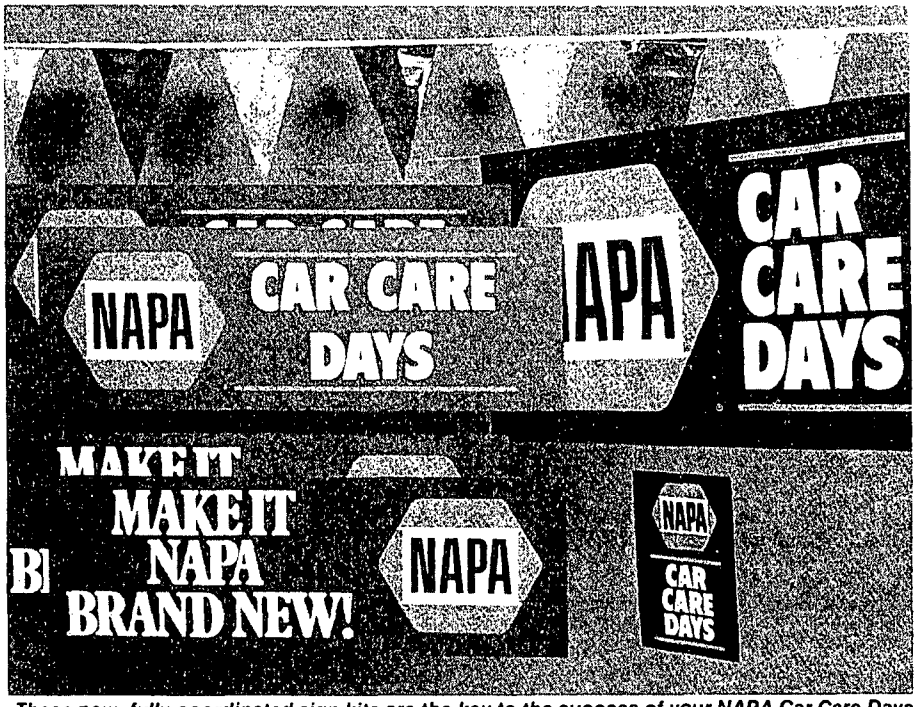
INCREASED LOCAL PROMOTION

The secret to the success of NAPA's Car Care Days for each and every NAPA Jobber is the local sales effort given to the promotions. This is why, in 1984, local NAPA Car Care Days advertising should — and will! — be at significantly higher levels than ever before.

The first step in building a successful local promotion will be to get the NAPA Car Care Days sign kits up all over town. This will make sure that your message on the importance of vehicle maintenance comes through loud and clear.

At the same time, you should run one of the special price/product promotions — either on your own or in a joint effort with

(continued on page 10)



These new, fully-coordinated sign kits are the key to the success of your NAPA Car Care Days promotion, identifying both your store and your participating dealers' locations.



Posters and local advertising materials will be available for several special price/product promotions you can offer during your NAPA Car Care Days promotions.