

IMPORTS FUTURE (con't.)
get your share — and then some!
— of the expanding import car and
truck aftermarket.

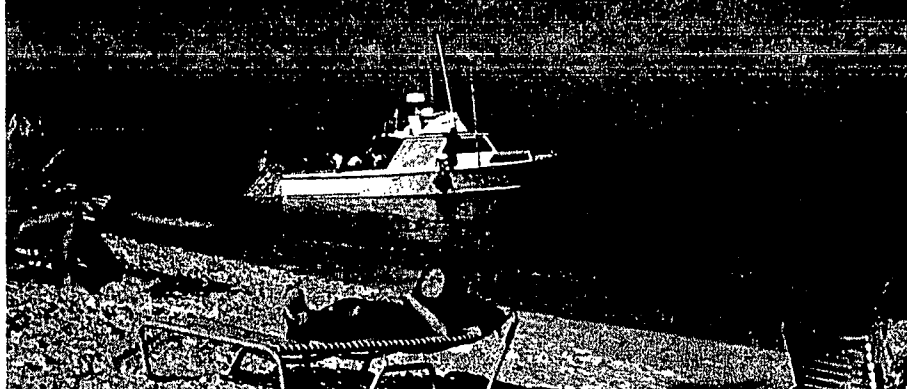
As a result of NAPA's domestically supplied import parts program, you have what the imports customers are looking for — and what the import dealers can't offer. Import owners are demanding O.E. quality replacement parts, and this is no problem for you. NAPA's imports program continues to provide the same level of quality in foreign car parts that has made NAPA the leader in the domestic replacement industry. Before any part, whether domestic or import, can wear the NAPA seal it must be "equal to or better than the original."

Additionally, when import owners need a replacement part, they want it fast! Again, no problem for you. With domestic suppliers for import parts, NAPA has the advantage of being able to make modifications and new product introductions faster and more cost effectively than foreign suppliers. What's more, you have the established distribution network of NAPA that the import car producers and their dealers don't have.

On top of all of this, you also have the tools you need to actively go after this huge growth area. The NAPA Imports Catalog contains maximum NAPA parts coverage for imports, with application data for thousands of NAPA import part numbers covering the most popular import models. The O.E.M. Import to NAPA Interchange Catalog lists in numerical sequence all the original equipment numbers for which NAPA has interchange parts for imports — and that's over 10,000 parts! For promoting your import parts coverage and availability, you have your NAPA Imports P.O.P. Kit, in addition to three brand new ad slicks for the import market just developed by NAPA and available through your NAPA Distribution Center.

How good is NAPA's imports program? The following article tells NAPA's imports story quite well . . .

GOOD ENOUGH TO STAND ON ITS OWN



At one time or another, almost every American businessperson dreams of getting away from it all and setting up shop on some exotic island paradise. But would it really be possible to operate a successful NAPA parts business on such an island — especially when there are virtually no American-made cars on the island, and 900 miles of dark blue gulfstream water separate the supplier from the store? Believe it or not, the answer is YES!

In early 1980, Irving Pearman, managing director of Holmes, Williams & Purvey of Bermuda, began pondering the feasibility of opening an NAPA Parts Store to service the island's automotive needs. Last June, Pearman and HW&P associate Michael Plowman, accompanied by David ManningPress, HW&P's business consultant from England, ventured to Miami to confer with Ned Bell, president of the NAPA Miami Distribution Center concerning the potential of opening a store on the island. At this meeting, it was quickly determined that the service side of the story wouldn't present any problems, as the Miami Distribution Center could have parts to the Bermuda store every four days, as compared to a one-year estimate from other parts sources. But one important concern still remained: Could NAPA supply a market consisting of no U.S.-manufactured cars?

To determine the answer to this question, Bell and two very successful stateside NAPA Jobbers, Ted Arch and Ralph Warren, traveled to Bermuda to conduct a market study of the island. Following their efforts, Ken Manfredi, the NAPA Miami new store specialist, was called upon to confirm their findings. His results were affirmative: Yes, NAPA could supply an all-foreign car market, including many models that are not even imported into the United States. And so work began.

To help get the planning for the new store off the ground, NAPA Jobber Ralph Warren from Stuart, Florida volunteered his services — at no charge — for three months. And with Warren's ability for coordinating successful new store openings, matters quickly began to fall into place.

After the initial new store order was completed, the staff of HW&P located a 3,500 square foot building for their store in one of the highest traffic areas of Bermuda. Once the building was secured, 15 manufacturers' representatives and 8 Miami Distribution Center representatives were called in. Arriving on a Saturday morning, they immediately went to work to actively set up the new NAPA operation.

The new store, with its 3,500 square feet of space, enclosed 65 sections of stockroom bins and a
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