

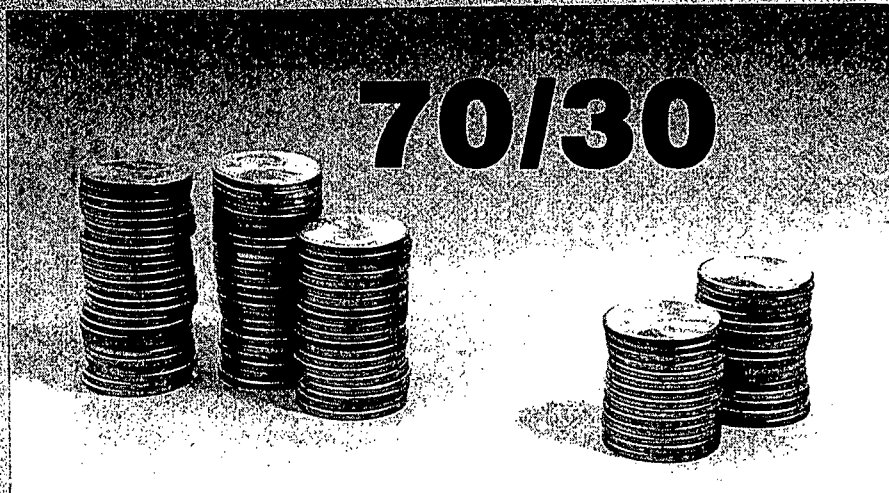
1984 NAPA LOCAL CO-OP ADVERTISING PROGRAM

NAPA's 70/30 matching fund allowance will continue for eligible NAPA Jobbers participating in the 1984 national advertising program.

Once again, you'll have a variety of ways to qualify for these local co-op funds as the purpose of this program is to give you more advertising for your dollar. The basic requirements are as follows:

TO QUALIFY:

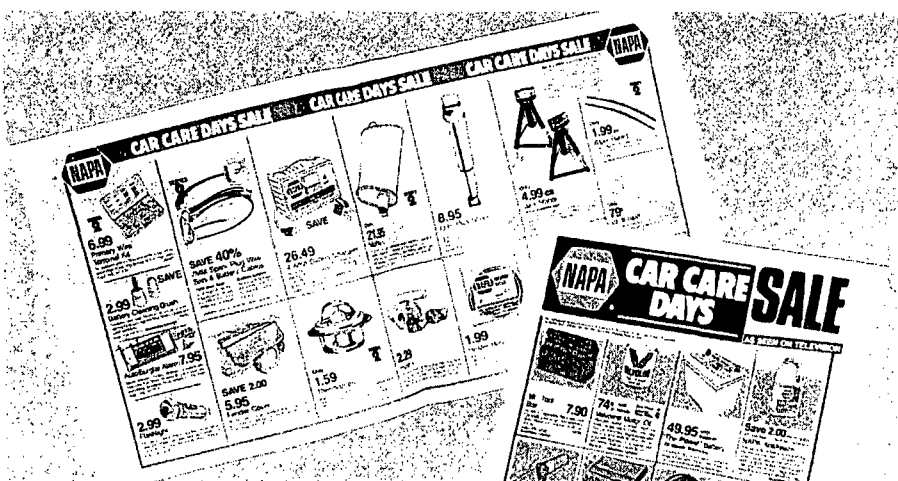
1. Participate in the 1984 NAPA national advertising program.
2. Advertise between January 1 and December 31, 1984.
3. In all visual advertising (print, television, directories, signs and signage), prominently feature the NAPA logo and only NAPA brand products.
4. Use the word "NAPA" and feature NAPA brand products in all broadcast advertising (radio and television).
5. Make no claims in your advertising which are not made by NAPA or NAPA manufacturers in their own advertising.
6. In all advertising, maintain a high standard of good taste.
7. Advertise in any of the following media:
 - a. Subscription newspapers with a verifiable circulation (daily or weekly).



- b. FCC-licensed radio stations.
- c. Telephone directories (white or yellow pages).
- d. FCC-licensed television stations.
- e. Print circulars and tabloids (including Real Deals).
- f. Outdoor billboards and signs.
- g. Magazines with verifiable circulation.
8. Or, purchase any of the following:
 - a. Official NAPA illuminated outside signage, Design-A-Sign, dealer hanging signs or driveway signs. All painted signs must comply with the NAPA Graphics Standards Manual.

- b. Official NAPA truck identification.
- c. Advertising production and duplication of materials (except television production).
- d. Official NAPA Gold Hats.
- e. Door Opener direct mail program.

For complete details on NAPA's 1984 Local Co-op Advertising program, contact your NAPA Distribution Center sales manager, refer to your 1984 NAPA Local Ad Builder Kit, or call Fahlgren & Ferriss (NAPA's advertising agency) at 1-800-438-8124 (in West Virginia, call 1-800-642-1919).



NAPA's Car Care Days circulars are proven sales builders for the NAPA Jobber seeking to increase retail trade.

other NAPA Jobbers — using the supplied local advertising materials. This will give customers a reason to stop in and buy "right now."

For even greater impact, sell your dealer customers on joining the campaign by including them as part of your price/product promotion. Then, be sure to include them in your local advertising plans so that customers will know where they can stop

and buy your advertised specials.

To assist you with your local promotional efforts, throughout 1984 NAPA's national advertising program will include a large increase in the amount of advertising bought on the local level. This means that all areas of the country will have either local television or newspaper advertising which can be used for either generic commercials or for advertising your price/product specials.

What's more, you'll have plenty of advertising materials to choose from, as in addition to the ad materials supplied with each of the price/product promotions, you'll have available local Car Care Days television commercials and radio spots, all modeled after NAPA's new network television commercials. NAPA Jobbers on the national advertising program will automatically receive a sales promotion kit containing order forms for these local television and radio commercials, as well as an order form for NAPA's new Car Care Days billboard.

To build even more traffic in your store, use NAPA's Car Care Days circulars and Bargain Buys, along with your Bargain Buys local advertising materials. These proven sales builders will let customers know where to buy popular merchandise at competitive prices. Once your advertised specials have pulled these customers into your store, you can be sure that these same shoppers will be looking for related and impulse items, as well. After all, that's the whole point of your NAPA Car Care Days promotions — to assist you in helping your customers "Make It NAPA BRAND New!"