



Outlook

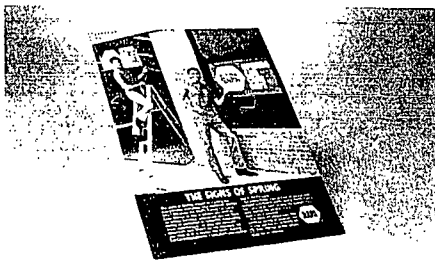
VOL. 14 NO. 6

NETWORK TALK
SPRING PROMOTION

SCF-NAPA-1628



NAPA'S EXPLOSIVE NEW PROGRAMS FOR 1982!



P. 7

YOU AND YOUR DEALERS TIED INTO A NATIONAL PROMOTION 9

In 1982, you're going to have the most cohesive, the most comprehensive, the most *complete* selling program ever! Introducing NAPA's Spring and Fall Car Care Days, two of the most beautifully designed and coordinated major sales events that have ever been put together!



P. 9

TWO GROWING BUSINESS SEGMENTS: IMPORTS AND THE FARM MARKET 14

Both the farm market and imports continue to represent areas of great potential growth for many NAPA Jobbers. So in 1982, NAPA will provide you with the tools you'll need to successfully capture the business you want!



P. 15

NEW FLEET/INDUSTRIAL DOOR OPENER PROGRAM 15

For 1982, NAPA will help you reach those prospective fleet and/or industrial customers with an effective new way of breaking the ice with the key accounts in your area. Find out how this new program will work .



P. 19

SELL YOUR DEALERS ACAPULCO, DISNEYWORLD, LAS VEGAS AND HAWAII! 19

With NAPA's incredible new sales incentive program, you'll have everything it takes to wrap up the dealer business in your area . . . with both you and your dealers traveling in first class NAPA style!



P. 25

NAPA's 1982 (inter)NATIONAL BUSINESS CONFERENCE 25

Here's an opportunity to learn all about the aftermarket's newest innovations and business strategies while experiencing the 'City of the 80's' — fascinating Toronto, Ontario!

NAPA OUTLOOK

VOL. 14 NO. 6

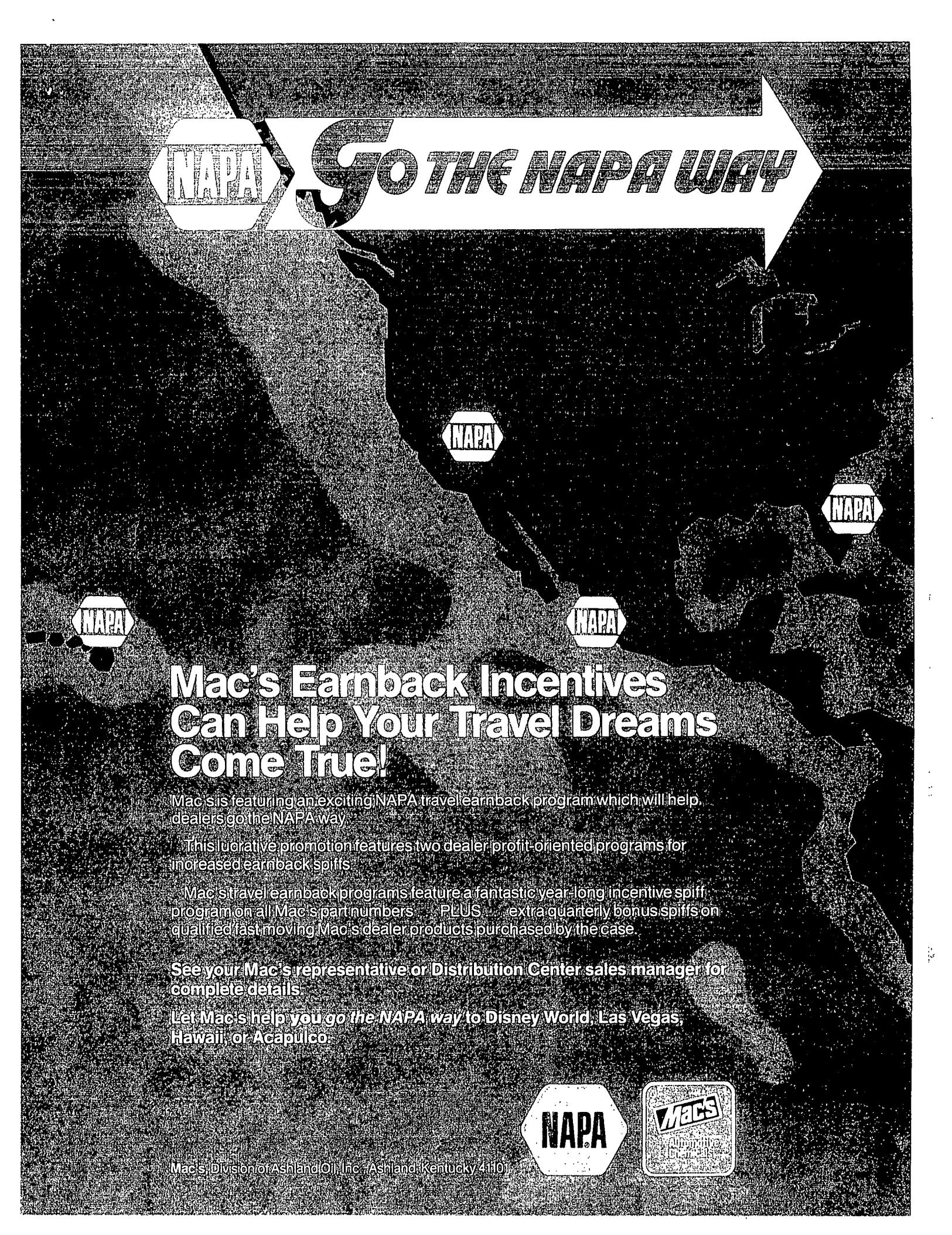
Chris McLean, Editor & Director of Communications

Published periodically in the interest of NAPA Jobbers, Distribution Centers and Manufacturers across the nation. When notifying us on a change of address, please mention NAPA OUTLOOK and give us the old address along with the new address and zip code.

Litho in U.S.A.

NAPA HEADQUARTERS

Suite 1129, Parklane Towers West, Dearborn, Michigan 48126



NAPA *Go THE NAPA WAY*

Mac's Earnback Incentives Can Help Your Travel Dreams Come True!

Mac's is featuring an exciting NAPA travel earnback program which will help dealers go the NAPA way.

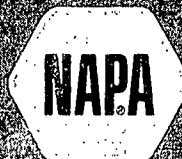
This lucrative promotion features two dealer profit-oriented programs for increased earnback spiffs.

Mac's travel earnback programs feature a fantastic year-long incentive spiff program on all Mac's part numbers. PLUS, extra quarterly bonus spiffs on qualified fast-moving Mac's dealer products purchased by the case.

See your Mac's representative or Distribution Center sales manager for complete details.

Let Mac's help you go the NAPA way to Disney World, Las Vegas, Hawaii, or Acapulco.

Mac's, Division of Ashland Oil, Inc. (Ashland, Kentucky 41101)



Another fine NAPA Jobber service:

THE FACTORY SCHOOL COMES TO YOU!

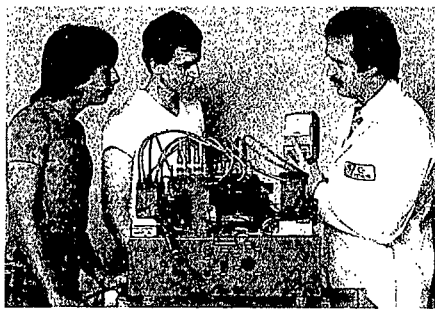
Mr. Jobber:

This ad is now in national trade magazines promoting the NAPA Echlin field training program to your dealer customers. See it in...

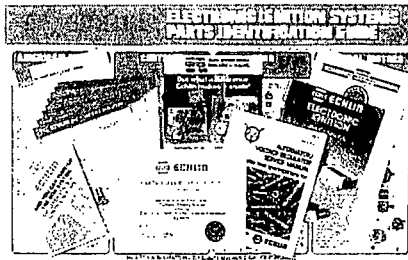


Now, you and your mechanics can get Echlin's hands-on, factory school training in the latest tune-up and troubleshooting techniques—without taking time off the job! Your NAPA Jobber arranges for the school to come to you. Echlin's pro instructor and his training van bring in tools, manuals and equipment...including a working GM 6-cyl.

engine plus simulators to set up most any problem you'll face on any car. Two 3 hour evening sessions are held. One covers electronic ignition systems; the other, fuel and emission systems. Classes are limited to 16, so training is thorough. Great for NIASE. Best of all, you'll come away with up-to-date skills that move work out faster—and make you feel really proud!



ECHLIN'S HANDS-ON TRAINING makes every point crystal clear and easily remembered.



FREE...each participant gets the latest Electronic Ignition service manual, an Emission Systems folder, wall charts, technical bulletins and a Course Completion Certificate.

SIGN UP NOW. See your NAPA Jobber for details and dates.



ECHLIN®
Electrical/Fuel/Emission Systems Parts

THE ECHLIN MANUFACTURING COMPANY
Branford, CT • Independence, KS • Canada
England • W. Germany • South Africa • Mexico
Venezuela • Brazil



LET'S "GO THE NAPA WAY" TOGETHER

**AN OPEN LETTER TO NAPA JOBBERS FROM BOB McKENNA,
NAPA VICE PRESIDENT AND GENERAL MANAGER.**

Once you've had the opportunity to see the NAPA programs and promotions for 1982, I think you'll understand why we selected our 1982 marketing theme — "Go the NAPA Way."

"Go the NAPA Way" means just that. The 1982 marketing program has been developed with the NAPA Jobber in mind, so that you can go forward in traditional NAPA style with a strong, cohesive sales program. NAPA is the only parts distribution system with the experience, knowledge and understanding of your business to offer you the most innovative, comprehensive and sound business strategies and programs for 1982.

NAPA has not become the leader by running with the latest fads or marketing trends. Such "flash in the pan" attitudes won't keep you in business for long. We know that the only way for NAPA to be successful is for you to be successful. Our philosophy will always be to develop meaningful and sound programs that work for you and your business. But this is only part of what "Go the NAPA Way" is all about.

The most important part of producing successful programs for the NAPA Jobber is to listen to your concerns and needs. After all, if we're trying to assist you with your business, we have to know your concerns and needs. We be-

lieve that the "Go the NAPA Way" program brings together answers to the needs of NAPA Jobbers from across the country.

Offering service, quality and availability will always remain the most important factors in getting and keeping customers, but NAPA Jobbers told us there was a need for an added incentive to appeal to the traditional customer. They said they needed a program to keep good customers excited about doing business with them and something to attract new customers in this day of stiff competition for their business.

After looking at all the options, your 1982 NAPA Sales Incentive program was produced to meet these needs. It gives you a way to generate excitement with your traditional customers, offering a real incentive for doing business with you.

The Spring and Fall Car Care Days promotions were developed the same way. NAPA Jobbers sought a way to strengthen the relationship between themselves and their dealer customers; a program that could realize added business for you and your traditional customers. After all, that's the bottom line of selling a promotion to your dealer customers; there has to be something in it for them.

So the NAPA Spring and Fall Car

Care Days promotions were produced, giving you a means to give your dealers the chance to tie into a nationally recognized promotion. It's a promotion that will not just increase your business, but theirs. They have a stake in the program; the more successful it is, the more successful your customers are.

Other NAPA Jobbers expressed a desire to increase their retail trade. So NAPA produced logical offshoots of the NAPA Spring and Fall Car Care Days promotions to enable those jobbers to go after additional retail business — circulars and ad slicks for local promotion, backed by national advertising on network television and in consumer magazines. The Spring and Fall Car Care Days can easily be converted into a strong retail sales program if you so desire.

We are in business for one reason — to serve you. We try to listen to your needs and react accordingly. We feel that the 1982 marketing program, "Go the NAPA Way," is the best we have ever had. We hope you will agree.

All of NAPA is working hard to make 1982 the best sales year in our history. Obviously, the key element of it all is you, the NAPA Jobber. We stand ready to help in any way possible.

Here's to our mutual success. Let's "Go the NAPA Way" together in 1982.

Robert E. McKenna
Vice President and General Manager



The engine bearing market is yours with new NAPA® Engine Bearings.

An aggressive marketing program is ready to help you promote NAPA Engine Bearings, with plenty of merchandising assistance.

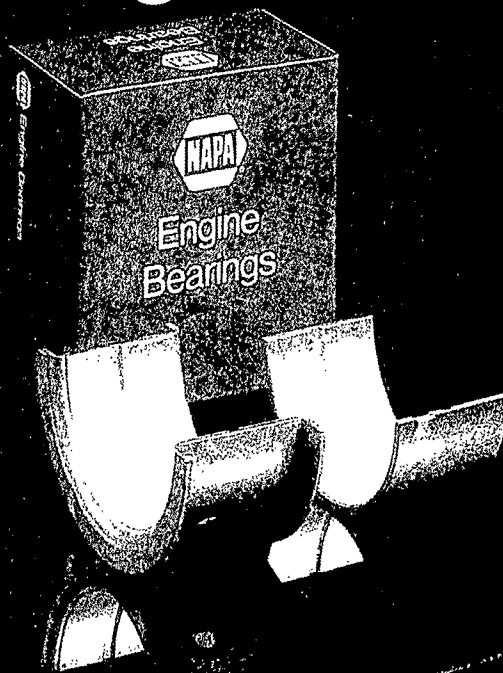
No matter whether it's the man off the street who needs bearings for his car or customers with specialized needs—engines that pull sixteen wheelers, stationary engines or agricultural engines—you've got the market covered . . . automotive, agricultural, industrial, construction and heavy duty.

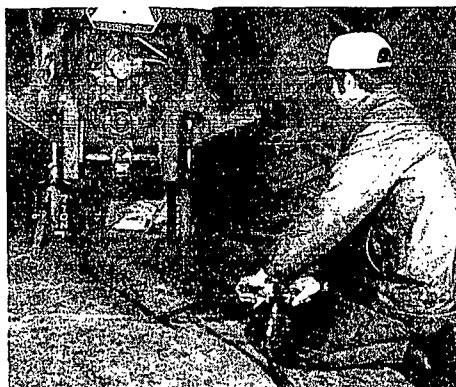
For engine bearing coverage, look to NAPA Engine Bearings.



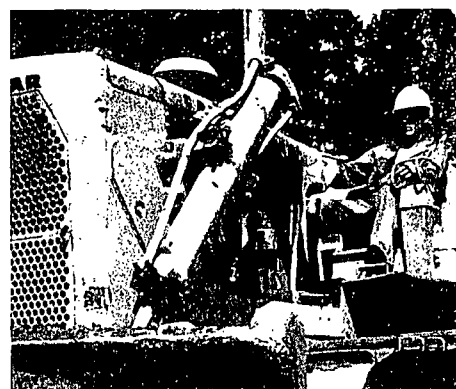
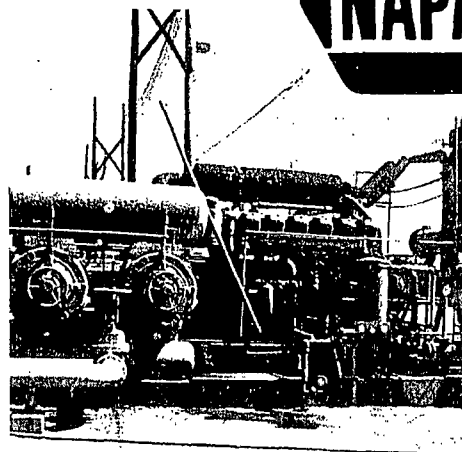
Engine Bearings

When the name is NAPA,
the standard is quality.





Go THE NAPA WAY



The marketplace: Understanding it, predicting its needs and planning to meet those needs are the biggest challenges that all of us face today.

Our success is based on our ability to forecast, months in advance, the needs and demands of the marketplace. And then, we must plan to meet those needs.

Some of this forecasting is easy. We know from the types and numbers of cars and trucks on the roads, and how many miles they're being driven and under what conditions, what the demand for repair and replacement parts is likely to be. And we know roughly when that demand will have to be met. That part is easy.

But where the customer will decide to buy his parts, and why, requires more than statistical data and more than experience, because our marketplace is changing . . . and customers face an increasing number of choices.

Understanding what motivates a customer to buy from a particular source is the first step in creating

an environment for him to buy from you. So let's take a look at today's customer. What do today's customers have in common? Aside from the fact that they're all potential customers of yours, they share a mutual goal . . . they all want to get the most for their money. And face it, in today's economy they have to.

They want the greatest quality for the least amount of money. And to them, "quality" means more than the best product or part. It means service; it means confidence that they're dealing with knowledgeable professionals.

Granted, this probably isn't telling you anything you don't already know. Most of your customers already know about the wide range of services you offer, as well as the professionalism of your people and NAPA quality parts. After all, that's what NAPA's national advertising has been aimed at over the past several years . . . establishing an NAPA image. It served a function that needed to be done, and now we believe that it has been done . . . and done well. But now

it's time for the next step . . . advertising, programs and promotions to build on the image that has been created.

In 1982, NAPA will be concentrating its promotional and advertising efforts to help you achieve three goals:

- 1. Strengthen the bond between you and your traditional dealer customers.*
- 2. Build your cash business at the retail level.*
- 3. Increase your opportunities for expanding business at the farm, fleet/industrial and imports levels.*

To accomplish this, NAPA has put together the most comprehensive and thorough promotional package ever offered. Sales programs, special events and new approaches to put you in a more competitive position, covering all your customers' needs while drawing your dealers closer to you than they've ever been.

So read on and find out what all is in store for you in 1982, when you "Go the NAPA Way"!

NAPA SPRING-FALL CAR CARE DAYS

In 1982, you're going to have the most cohesive . . . the most comprehensive . . . the most *complete* selling program ever!

Introducing NAPA's Spring Car Care Days and Fall Car Care Days, two of the most beautifully designed and coordinated major sales events that have ever been put together. And they're yours — not only to tie your dealer customers closer to you, but to build seasonal retail traffic in your store as well.

The NAPA Spring Car Care Days (March 15 — May 9, 1982) and Fall Car Care Days (September 13 — November 7, 1982) have been specifically designed to enable your dealers to tie into a national promotion. These two sales events have been coordinated so that each element is mutually supportive of the others, so that you can look forward to one of the strongest, most profitable years ever! Here's how it will happen . . .

NATIONAL ADVERTISING: PROVIDING THE CALL TO ACTION!

In 1982, your NAPA national advertising will be working *directly* for you and your dealers, both on network television and in print.

Television: For both the Spring and Fall Car Care Days promotions, commercials airing on national network television will first remind motorists of what they've put their cars through during the past season and then tell them that *now* is the time to take care of and prepare their cars for the season ahead by looking for the NAPA Spring Car Care Days or Fall Car Care Days banner at participating NAPA Jobbers and Dealers.

To intensify the advertising impact during these two major promotional events, these television commercials will run for eight weeks in the Spring (mid-March through early May) and eight weeks in the Fall (from mid-

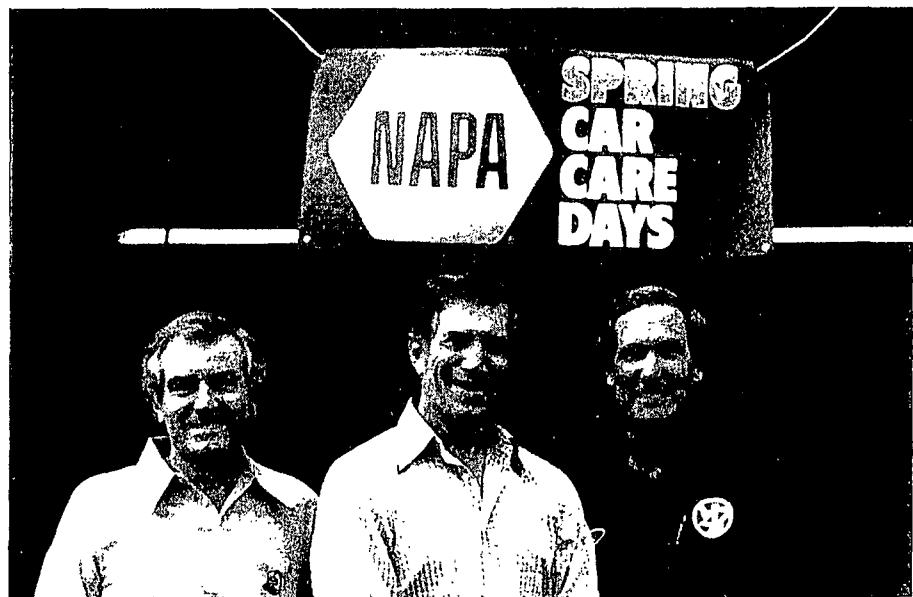


Network TV commercials for 1982 remind customers — in no uncertain terms — of what they put their cars through. NAPA spokesperson Joe Campanella then provides a solution by directing customers to your store and to participating dealers during NAPA Spring and Fall Car Care Days.

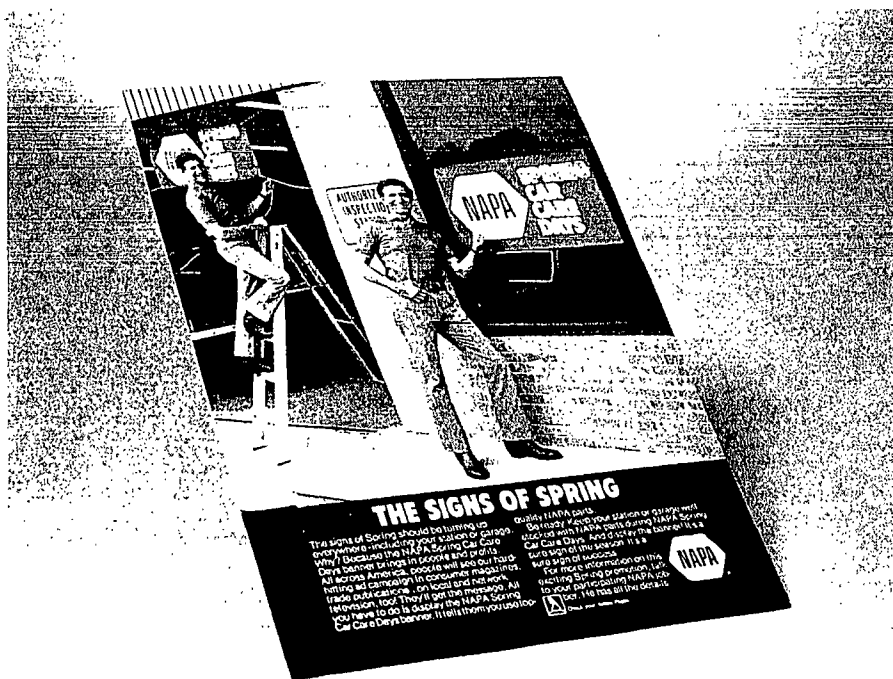
September through early November). They will air on a mix of sports, news and prime time shows.

Dealer Magazines: To help pre-sell both the Spring and Fall Car Care Days promotions, dealer print ads featuring Joe Campanella will explain a little about NAPA's Car Care Days and encourage dealers to contact their NAPA Jobber for details. The Spring Car Care Days dealer ads will run in these maga-

zines in January, February and March, just prior to the start of the promotion: MOTOR, MOTOR AGE, MOTOR SERVICE, SERVICE STATION MANAGEMENT and SUPER SERVICE STATION. These same magazines will be used for the Fall Car Care Days dealer ads, which will appear in July, August and September — again, right before the start of the Fall promotion to help pre-sell your dealer customers.



Fully coordinated P.O.P. materials link the national promotion with you and your dealer customers.



Using a striking double image technique, your '82 dealer ads will encourage station and garage owners to put up NAPA P.O.P. banners and to get with the biggest promotion ever to hit the aftermarket.

Consumer Magazines: Consumer print ads will again remind motorists that now is the time to take care of their cars by looking for the Spring or Fall Car Care Days banner at participating NAPA Jobbers and Dealers. These consumer magazine ads will run in some proven winners for NAPA: CAR & DRIVER, ROAD & TRACK, MOTOR TREND and POPULAR MECHANICS. And a new magazine has been added to the line-up for 1982 — FIELD AND STREAM. Together, these ads will leave over 25 million impressions. They'll appear just before each Car Care Days selling event and will run through the sales period as well, reinforcing the same message consumers will be receiving via NAPA's national network television commercials airing during these periods. And by again featuring Joe Campanella in these consumer print ads, all of the advertising for the Spring and Fall Car Care Days promotions will be tied together in the public's mind, providing a consistent image. POINT-OF-PURCHASE: TO TIE YOUR DEALERS AND YOUR STORE TOGETHER IN A MAJOR NATIONAL PROMOTION!

Although dealers are becoming

more promotion-minded all the time, in the past it hasn't been easy for them to tap into any kind of effective promotion, let alone one that's both national and local in scope. That's why they're going to love this complete P.O.P. package that identifies both you and your dealers with these national promotions.

Two different P.O.P. packages will be available for your dealers — one for the Spring promotion and one for the Fall. Other than the Spring or Fall identification on them, both packages contain the same items: 2 outdoor banners (21" x 48"); 2 indoor banners (21" x 56"); 2 posters (21" x 56"); 2 pennant strings (30' each); and 2 ropes for the outdoor banners. It's suggested that you offer these kits to your dealers one of the following two ways:

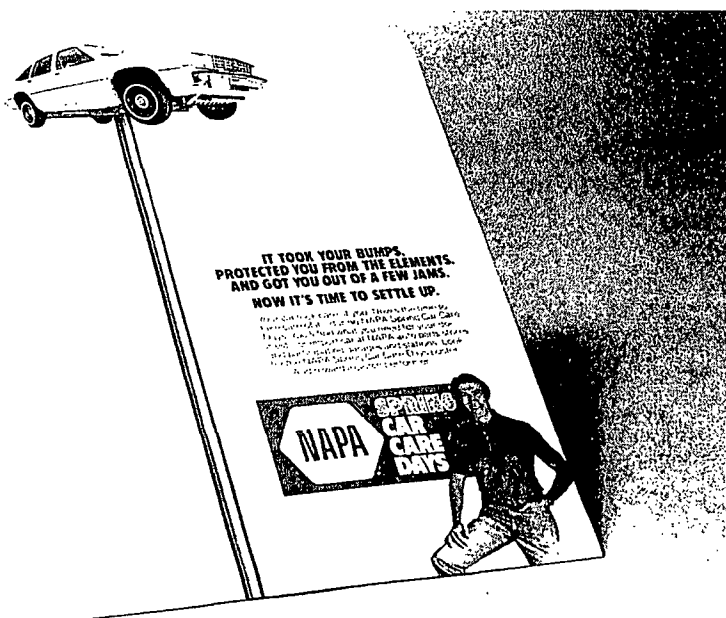
1. Give the kit to the dealer who purchases \$x worth of the special promotion merchandise.
2. Sell the kit at a reduced price based on the dealer's purchases from you.

So you can either sell these kits to your dealers or give them away when they place an order with you. It's entirely up to you!

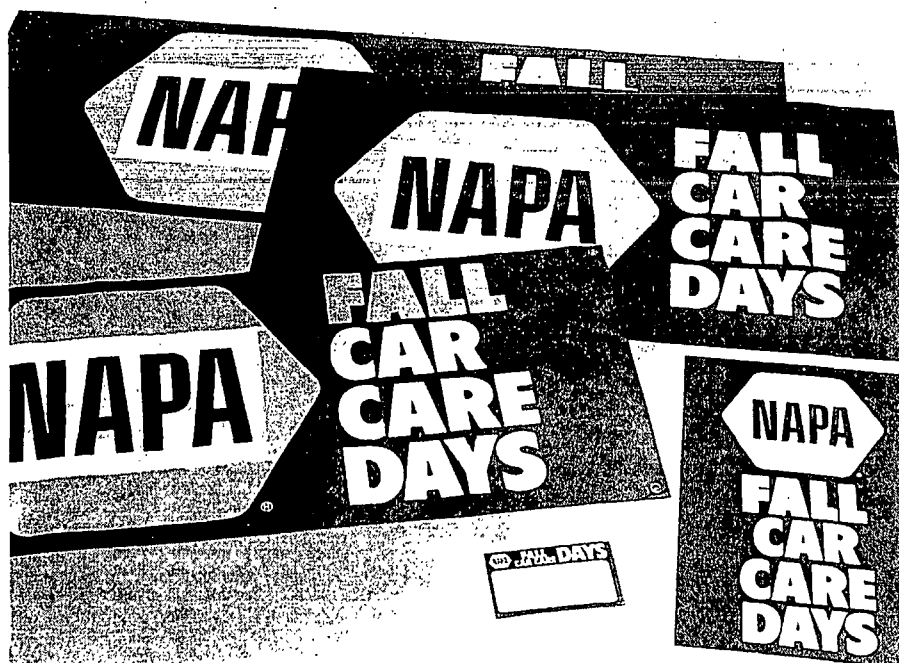
Your P.O.P. kit contains basically the same items that are in the dealer package, but modified for store applications: 1 outdoor banner (21" x 48"); 2 indoor banners (21" x 56"); 2 posters (24" x 42"); 4 hanging signs with string (21" x 14"). In addition, your kit includes twenty shelf talkers (5" x 7").

Here's a complete P.O.P. package that not only ties you and your dealers together, but ties both

(continued on page 10)



Motorists will be graphically reminded to take care of their cars with quality NAPA parts — and considering that NAPA will be delivering a total of 25 million impressions, a lot of customers will be getting the message.



The most important element in your new promotional thrust is your fully coordinated P.O.P. kit. It contains everything you need to let customers know "that this is the place for top quality NAPA parts."

of you into a major national promotion at two different times during the year!

DEALER SALES BOOK: DEALER SAVINGS THEY CAN PASS ALONG TO THEIR CUSTOMERS!

Dealer sales books will be an important part of both the Spring and Fall Car Care Days promotions. These books will be loaded with price and percentage-off promotions so your dealers can buy from you at a dramatic savings and then pass those savings on to *their* customers during NAPA's Spring and Fall Car Care Days.

As these books are part of the overall national promotion that the dealers are participating in, you're showing customers that you're not just trying to load them up with parts; you're going to help them move those parts, too!

LOCAL PROMOTION: HOW TO TIE IT ALL TOGETHER IN YOUR AREA

Both the Spring and Fall Car Care Days promotion periods are excellent times for you to run local promotions; consumers' awareness of the NAPA events will be high, as the national Spring or Fall Car Care Days network television commercials and magazine ads will run during these times. So plan

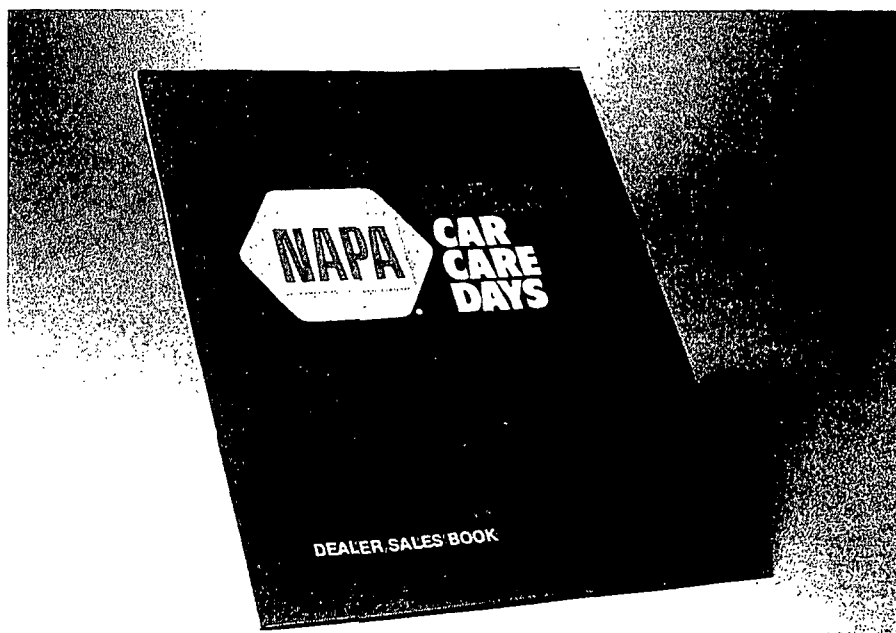
a local advertising to take advantage of it!

It's recommended that you choose up to 4 weeks during each of these promotions during which time you should offer special prices and use local advertising to increase the consumer's interest. To assist you with your local adver-

tising efforts, materials using the Spring and Fall Car Care Days identification have been developed to enable you to easily use local television, newspaper, radio and outdoor advertising. These materials have been designed so you can advertise "price" promotions at the local level and look like the national campaign. Added together, the impact from network and the impact from your local advertising makes for a pretty impressive advertising campaign to reach potential and current customers.

When planning your local promotions, don't forget that you can easily tie your dealers into your advertising. It would be a good idea to include them in your newspaper ads and on your radio and television spots. Although there may be fewer dealers today in your trading area than in the past, the ones that have made it through the last couple of years are stronger than ever. They're better businessmen and more sophisticated. Including them in your local advertising may be just the kind of feature you need to sew up their business.

Here are the items you'll have available to coordinate your local Spring and Fall Car Care Days pro-



Dealer sales books enable your traditional customers to buy from you at a dramatic savings and then pass those savings on to their customers.



Featuring NAPA spokesperson Joe Campanella throughout the print and television ad campaign provides a consistent image in the public mind.

motions with the national campaigns...

Television: In the past, some NAPA Jobbers have felt "on their own" when it came to developing local television advertising that would tie into NAPA's network television commercials — especially when competing with outlets whose advertising relies solely on "price." So for 1982, NAPA is making available to you two local television spots — one for the Spring promotion and one for the Fall — to advertise your local product and price specials during these special sales events. In these commercials, a 10-second lead-in features Joe Campanella with the Spring or Fall Car Care Days banner saying: "Now's the time to take care of your car — during NAPA Spring (Fall) Car Care Days. So look for these important signs of Spring (Fall). You'll find timely values like these . . .". The next 20 seconds are for product, price and your tag (including the names of your participating dealers, if you so desire). For this product/price portion of the commercial, it's recommended that you use slides or simple studio shots of the featured products and prices.

These local spots match NAPA's network commercials, lending continuity to the entire advertising atmosphere and enabling you to easily make this a hard-hitting, personalized local program with a national flavor.

Radio: This same continuity has been carried over into your Spring and Fall Car Care Days local radio spots. In addition to a 10-second spot, you'll have a 60-second radio

commercial that includes a 30-second lead-in, with Joe Campanella narrating a message that echoes NAPA's national television commercials. This lead-in is followed by 30 seconds for your local product and price specials.



Both Spring and Fall Car Care Days ad slicks will be available for your local advertising efforts.

Print: For your local print promotional support, you'll have newspaper ad slicks for both the Spring and Fall Car Care Days events. And for more retail-minded jobbers, NAPA Spring and Fall Car Care Days circulars will be an important item for local promotional efforts. Whether you use these as newspaper inserts, a direct mail piece, a pick-up piece at the store or as handbills distributed door-to-door, these circulars are an outstanding way to promote your product specials to the retail consumer during these two nationwide sales events.

With these ad slicks and circulars, you'll be in a position to generate a lot of selling excitement and a lot of profit. After all, you'll be offering your customers exactly what they want — seasonal values at a good price.

Outdoor: To round out your local advertising opportunities, also available will be an outdoor billboard featuring the NAPA Spring or Fall Car Care Days banner with space for your store name and address.

YOUR SALES PROMOTION KIT: GET AQUAINTED WITH THE PROGRAM'S ELEMENTS

To help you plan your individual local promotion to tie in with the national advertising, NAPA Jobbers participating in the national advertising program will receive a promotion kit to familiarize themselves with each of the elements of these two major seasonal events. These kits — one each for the Spring and Fall promotions — will contain:

- NAPA's national advertising schedule
- A flyer listing the contents of the Spring/Fall Car Care Days sign kit
- Dealer sales book
- Circular program details and order form
- Newspaper ad slicks
- Order forms for —
 - Dealer Spring/Fall Car Care Days sign kit
 - Spring or Fall Car Care Days local radio and television tapes
 - Spring/Fall Car Care Days outdoor billboards

NAPA MANUFACTURERS' PROGRAMS: DESIGNED TO SUPPORT YOUR NATIONAL AND LOCAL PROGRAMS

To maintain the continuity of the Spring and Fall Car Care Days, your NAPA Manufacturers have designed their 1982 promotions to fit right into these two main selling events. They're gearing their special programs and point-of-purchase materials to specifically tie in with these Spring and Fall sales periods. This way, you won't have to worry about juggling your own special promotions with those of your NAPA Manufacturers; they've been designed to supplement each other. That's the real beauty of these 1982 sales events — the ease and continuity are carried throughout, so that you'll actually have fewer promotions to coordinate in 1982, but greater impact and efficiency. And that means profit!

START PLANNING NOW!

With all of these materials combined into one cohesive campaign,

(continued on page 12)

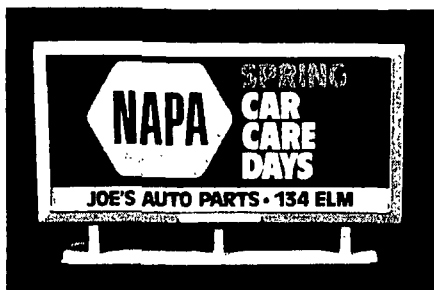
(continued from page 11)

you can make these two selling periods as big and as profitable as you want. After all, network advertising will be spreading the word to consumers across the country. Magazine ads will be reinforcing the message, while dealer print ads will be pre-selling the promotions to your traditional customers. In addition, the NAPA NEWS (available for your dealer customers) will help introduce these special events to the service repair trade.

But you'll still have to do your part by planning an effective local promotion to tie in with your national coverage. Retail-minded jobbers can work together using the circulars, newspaper ads, radio spots and local television commercials. Strong traditional jobbers can join with their participating dealers to advertise together via effective use of the tag line on your radio and local television spots as well as your local newspaper ads.

There are hundreds of ways you can put together a creative promotional package that's "customer-" tailored for the sales opportunities in your area. If you would like help coordinating your local advertising campaign, don't hesitate to turn to your NAPA Distribution Center for assistance. And keep in mind that Matthews, Muhleman, McLean Inc. (NAPA's advertising agency) maintains a toll-free number (800-438-8124) to help NAPA Jobbers with advice on coordinating such promotions.

So start now — and NAPA's Spring and Fall Car Care Days will surely pay off in increased sales for your dealers . . . and increased profits for you!



Outdoor billboards will be available to round out your local advertising campaign.

FOR DEVELOPING A COST-EFFECTIVE LOCAL PROMOTION . . .

1982 NAPA LOCAL CO-OP ADVERTISING PROGRAM

For 1982, NAPA will continue the 70/30 matching fund allowance for eligible NAPA Jobbers participating in the '82 NAPA National Advertising Program.

NAPA offers a variety of ways to qualify for co-op funds, including local advertising run in/on one or more of these advertising media:

1. General circulation (daily or weekly) newspapers whose circulation can be verified.
2. FCC-licensed radio stations.
3. FCC-licensed television stations.
4. Local or regional magazines published on a regularly scheduled basis (monthly or quarterly) and whose circulation can be verified.
5. Print circulars (printing and distribution).
6. Outdoor billboards.
7. Billboards on local public transportation vehicles (buses or taxi cabs).
8. Official NAPA illuminated outside signage, or official NAPA Design-A-Sign signage (maximum 20% earnback).
9. Official NAPA dealer hanging signs and/or driveway signs (maximum 20% earnback).
10. Official NAPA truck identification decal kits (maximum 20% earnback).
11. Telephone directory advertising.
12. Television video tape dubs.
13. Local production charges (newspaper, radio and television).
14. The LaBelle CounterPro unit.

So to get more dollar power in your local advertising efforts, plan your Spring and Fall Car Care Days local promotions to most effectively utilize available advertising co-op funds.

Your NAPA Distribution Center sales manager can help you set up a program to utilize the maximum co-op available to you. And Matthews, Muhleman, McLean (NAPA's Advertising agency) has a toll-free

number (800-438-8124); they will assist any eligible NAPA Jobber in setting up a program to utilize available co-op funds to their fullest.

With all of this assistance, there's no reason you can't put together the most complete and cost-effective advertising campaign ever run in your local area. The co-op assistance is there — so use it!



Good help's hard to find.

And it takes good help to handle the needs of all your welding customers.

That's why the new NAPA® welding center display is such a good deal.

It can show a wide range of both gas and arc welding equipment and accessories to any prospective buyer in just minutes. And it works hard from open to close educating your customers on the benefits of buying all of their welding supplies from you.

On top of that, it's never late, doesn't complain or take vacations, works without a salary, and

doesn't take up much space (it's only four feet long and can be used in several different configurations).

The new NAPA welding accessories display. It works hard from open to close to put you in the highly profitable welding business.

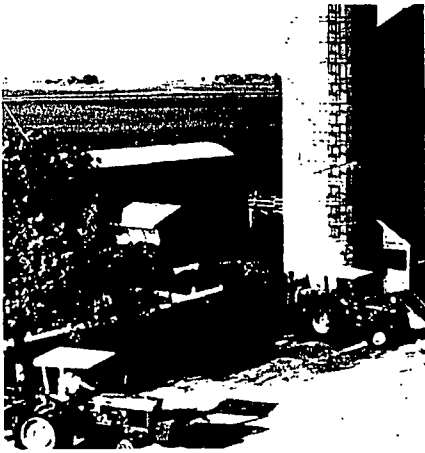


WELDING EQUIPMENT

For more information contact your NAPA distribution center.

REAP THE PROFITS OF . . .

Selling to the Farm Market



The farm market continues to represent an area of great potential sales growth for many NAPA Jobbers across the country. So in 1982, NAPA will provide you with the tools you'll need to: 1. create awareness of NAPA in the farm community, and 2. develop a solid local program to go after the farm

business.

As early morning radio news is still the most effective way to reach today's farmer, your National Farm Radio program will continue next year, with a new radio spot featuring Joe Campanella.

The National Farm Radio program has been designed to complement the two major NAPA sales events you'll be involved in — NAPA's Spring and Fall Car Care Days. The voice of Joe Campanella in the farm radio spots lends continuity to all of NAPA's advertising for 1982. And to coincide with the NAPA Spring and Fall Car Care Days events, these radio spots will be concentrated into two six-week periods — March 1 through April 11 to tie in with the Spring event, and September 6 through October 17 to take advantage of the Fall promotion. This timing and con-

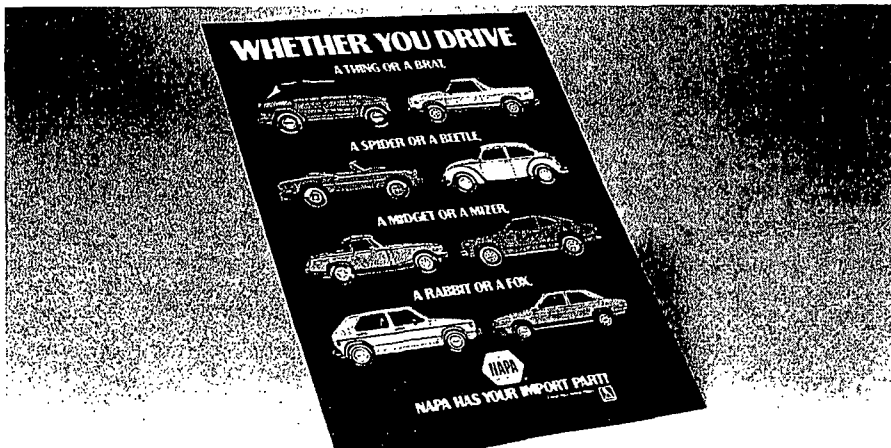
tinuity throughout will increase the listener's awareness of NAPA, as the farm community will be hearing the NAPA message more frequently.

This radio campaign will provide an "umbrella" for your own local promotion efforts. You'll be provided with a list of all the stations the radio spots will be broadcast on so you'll know how to plan your local strategy most advantageously.

To assist you in putting together a local program that will really sell the farm customers in your community, several of your NAPA Manufacturers will offer special special product/price packages designed especially for today's farmer. And don't forget that your NAPA Distribution Center can help you tailor a program to effectively sell to the farm market in your area.

JUNE AND JULY '82

NAPA'S "IMPORTS MONTHS"



Your 1982 imports consumer ad is clear and direct — "NAPA Has Your Import Part!"

In mid-summer of 1982, NAPA will be taking aim at that growing segment of business, *imports*. NAPA has extensive coverage of import car parts at competitive prices . . . and we don't want anyone to forget it. So, in 1982 June and July have been designated as NAPA's "Imports Months."

To set up this two month promotion, NAPA Jobbers on the national advertising program will be sent an Import Point-of-Purchase kit that will include: 1 outdoor banner (21" x 48"); 4 posters (24" x 42"); and 4 hanging signs (21" x 14"). These will be sent in May so they can be displayed throughout

June and July.

During this promotion, imports will receive special attention in NAPA's national advertising. A strong line-up of national consumer magazines will carry NAPA's imports message in their July issues: *FIELD & STREAM*, *CAR & DRIVER*, *MOTOR TREND*, *ROAD & TRACK* and *POPULAR MECHANICS*. The print imports ad is clear and direct: "NAPA Has Your Import Part!"

Additionally, NAPA's new imports television commercial featuring Joe Campanella will be available for you to run locally with your store name and address.

This special imports promotion has a completely unified look, as do all of NAPA's 1982 promotions. And there will be support from your NAPA Manufacturers, too, as they will be running special promotions to help you remind your customers to see you *first* for their import car needs.

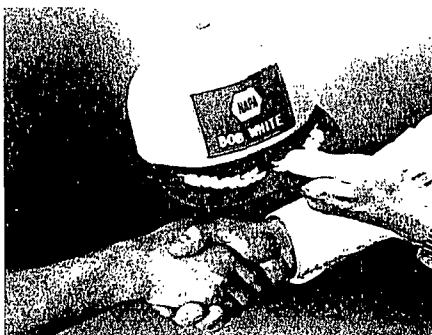
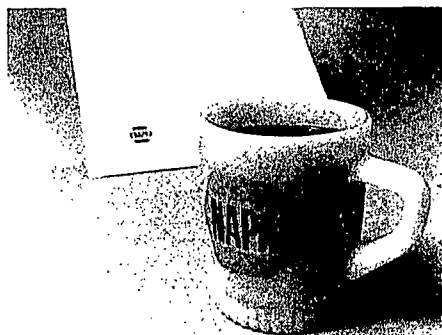
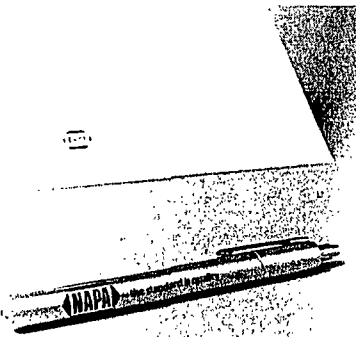
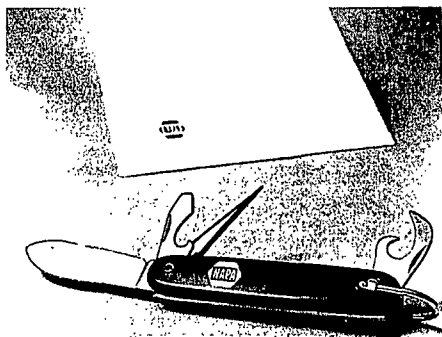
HELPING YOU REACH PROSPECTIVE CUSTOMERS

NEW FLEET/INDUSTRIAL DOOR OPENER PROGRAM

Everyone would agree that fleet and industrial accounts can be a lucrative part of your customer mix . . . if only you had an effective way of breaking the ice with the key accounts in your area. After all, there's nothing tougher than cold-calling these potential accounts.

That's why NAPA will take the

your prospective customer receives will let him know that you will be calling on him to further discuss doing business and to deliver his final NAPA gift item in person. This final gift item — an NAPA Gold Hat with the prospective customer's name on it — will be sent to you, so you can in turn



"cold" out of the call in 1982, with the new Fleet/Industrial Direct Mail Program. Although this will be a national program, it has been designed with an important local touch. Here's how this new program will work . . .

A series of four personalized letters, each signed by either you or your outside salesperson, will be mailed directly to your potential customers, *by name*. Each letter will introduce you and your store, as well as explain what you can do for your prospect. They'll tell the story of NAPA's availability, quality, overnight delivery and coverage. What's more, the first three letters will include a small gift — a practical selection of NAPA premium items.

The last mailing will be the real "door opener." The fourth letter

arrange a visit with the prospect and then deliver it to him. And there you have it — a ready-made sales call!

All you have to do is fill out an order form listing the prospect's name, address, etc., and include a sample of the signature you would like to appear on the letters (either yours or your outside salesperson's). Then send the order form to your NAPA Distribution Center, and the NAPA Merchandising Center will take care of all the mailing for a small mailing and handling charge.

What an easy way to get into that high-volume business! The door is open and the climate is right, with the potential to do thousands of dollars worth of business.

Building Year 'Round Store Traffic **NAPA's Bargain Buys**

To help build store traffic at opportune times throughout the year, NAPA will be offering three special promotions called NAPA's "Bargain Buys."

"Bargain Buys" are price-competitive consumer products with the specific purpose of generating added store traffic. Each "Bargain Buys" promotion will consist of three or four products, offered by your NAPA Manufacturers at very special prices.

The first "Bargain Buys" promotion will run from February 1 through February 27, 1982; the second will run from May 31 through June 26, 1982; and the last one will run from November 22 through December 24, 1982.

To help you spotlight the availability of these quality products at these special prices, a "Bargain Buys" promotion kit will be available to you for each of the three promotions. Each kit will contain:

- Sign Package —
 - Window Banners (56" x 21")
 - Headers (28" x 42")
 - 4 Dangles (14" x 21")
 - 20 Shelf Talkers (5" x 7")
- Newspaper Ad Slicks
- Television Slides

Each kit also includes a price reminder sheet and a list of selling tips. You may also order a radio tape and a 35mm slide for television spots at no charge.

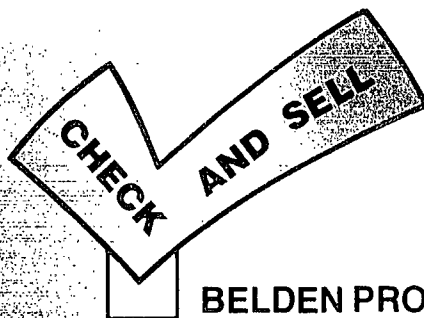
To maximize advertising effectiveness, it's recommended that you choose a 10-day period within each of these 30-day promotions during which to concentrate your promotional efforts. And then, make sure you're ready to handle all those extra customers that show up at your store to take advantage of these outstanding values!

\$\$\$

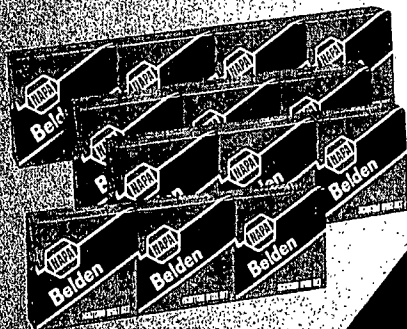


SPRING CAR CARE DAYS

JOBBER PROMOTION



**BELDEN PRODUCTS
AT 15% OFF**



#770520

SPARK PLUG WIRE PROMOTION

The Problem...engine misfiring/stalling, knocking, poor gasoline mileage.

The Cause...possibly bad spark plug wires.

The Solution...Spring Car Care maintenance will generate thousands of sale opportunities for spark plug wire sets. Be ready with our program of 13 of the most popular and high quality 16S/160 and 16S/8mm spark plug wire sets.

Quantity is not taken or granted at NAPA/Belden. All our custom sets carry a 3 year/30,000 mile limited warranty.

This promotion includes:

16S/160	706154	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244
16S/160	706244	706244

Regular Jobber Net

\$195.24

SPECIAL JOBBER NET

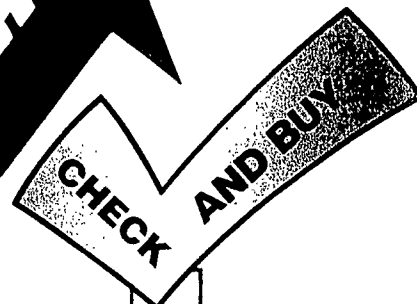
\$165.95

LIMITED TIME OFFER



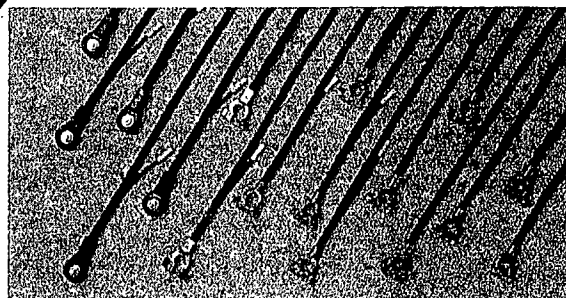
**TAKE OUR LEAD
SAVE AND
SELL**

Go THE NAPA WAY



#770521

BATTERY CABLE PROMOTION



The Problem...no start, hard starts, dim headlights.

The Cause...broken strands, heavily corroded battery terminal lug end, or loose connections.

The Solution...take stock in a promotion featuring 34 of our top of the line quality steel reinforced battery cables. This promotion includes two each of our most popular top and side mount battery cables, all manufactured with 4 gauge copper wire.

All surpass OEM standards...and then some.

Our promotion includes:

2-711034	2-712534	2-713634	2-714534
2-711334	2-712554	2-713814	2-714554
2-711534	2-712934	2-714054	2-715054
2-711934	2-713054	2-714514	2-715514
2-712234			

Regular Jobber Net

\$132.34

SPECIAL JOBBER NET

\$112.49

LIMITED TIME OFFER



BONUS

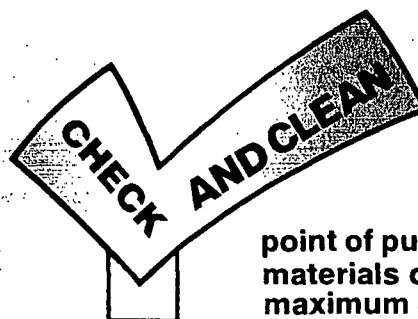
#770522

Point-of-Purchase Spring Car Care Days Kit FREE

**with the purchase of one each of #770520 and 770521
(see back page for illustrated kit).**



SPRING CAR CARE DAYS

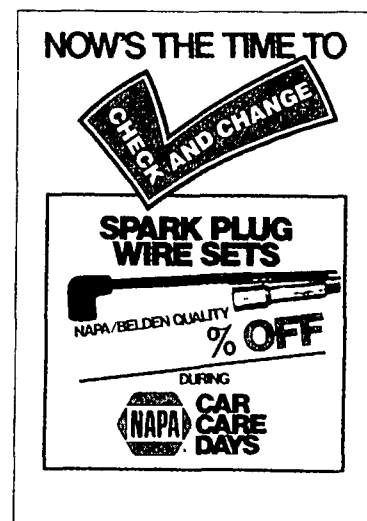
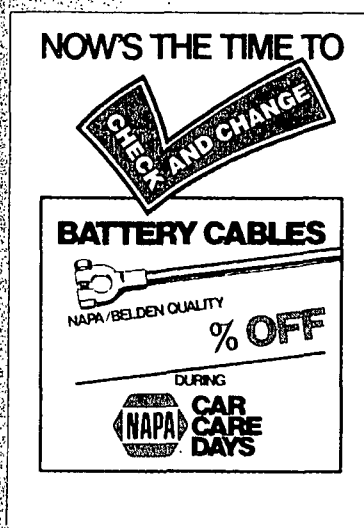
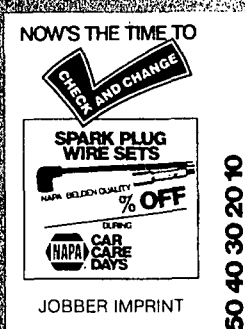
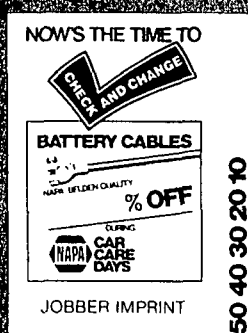


point of purchase
materials often for
maximum effectiveness

#770522

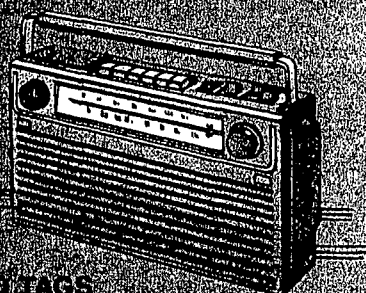
Point of Purchase

Spring Car Care Days kit includes...



AD SLICKS (4"x6")

Available for use in print media. The slick is designed with a newspaper note to include phone number.



RADIO TAGS

10 and 30 second tape line announcer script to help you sell the audio media public.

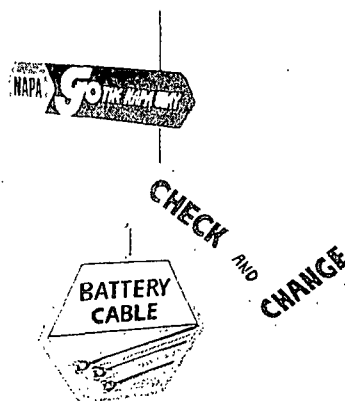


COUNTER/WALL DISPLAY (11" x12")

132 square inches of selling power that only takes a few inches of counter space. The display contains a pocket that holds 3 1/2" x7 1/2" free take one booklets promoting spark plug wire and battery cables.

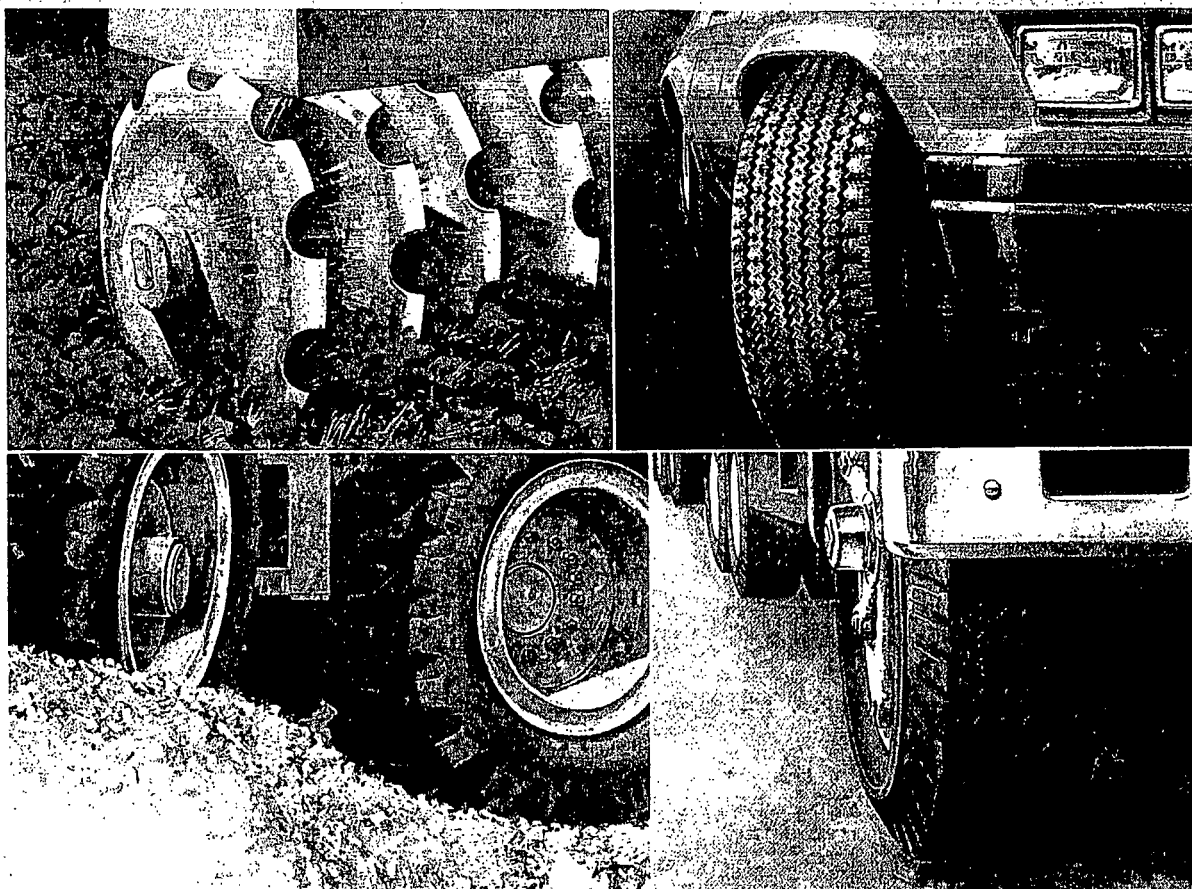
WINDOW BANNERS (24"x33")

... a real big eye-catcher to let street traffic know you are promoting. Banners are supplied with % numbers printed on bottom.



MOBILE (28"x31" max. size)

... it will sell for you for months to come. Battery cables are promoted on one side, spark plug wire sets on the other.



NAPA Bearings leaves no market uncovered.

A variety of profitable markets are ideal customers for NAPA ball bearings and cylindrical bearings.

NAPA bearings are high-quality replacement parts, often better and longer-lasting than the original equipment. Make sure you're covering all these potential markets:

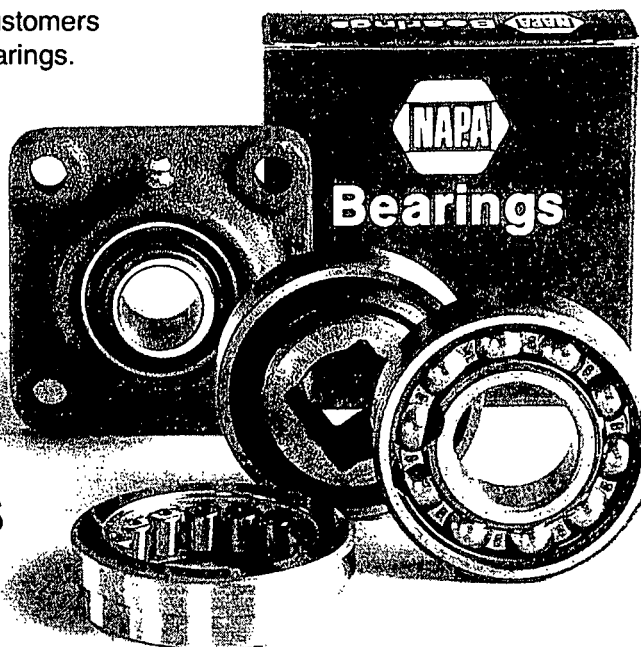
• Agricultural • Automotive • Heavy-Duty • Industrial • Construction

Depend on NAPA for the quality you want and the parts you need.



Bearings

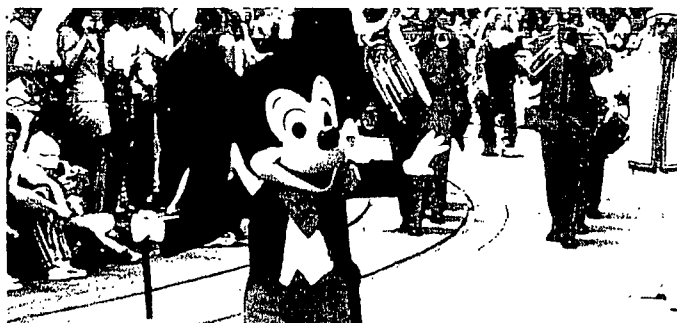
When the name is NAPA,
the standard is quality.



26555 Northwestern Highway • Southfield, Michigan 48034

SPECTACULAR 1982 NAPA SALES INCENTIVE PROGRAM

TRAVELING FIRST CLASS NAPA STYLE . . .



By now, you can probably see that all of the elements are in place to make 1982 your biggest year ever. You've got promotions that are stronger and more comprehensive than ever before, with you and your dealers getting national as well as local support from the aftermarket leader, NAPA. Well, *almost* all of the elements are in place . . . because there's still more!

NAPA wants to help you show your dealers what it really means to "Go the NAPA Way" — not just with increased business and bigger profits, *but by traveling with you in first class NAPA style. That's why, in 1982, NAPA is offering the best sales incentive package ever — a package that is so unique, nothing like it is available anywhere!*

What better way to reward yourself for the best sales year in your history than to take off in April of 1983 and relax in NAPA style? What better way to convince any skeptical dealer that the NAPA way is the *only* way to go in 1982? And getting your dealers to actively participate in your NAPA Spring and Fall Car Care promotions, as well as to keep their level of purchases from you up throughout the year, is the reason behind this sales incentive program. NAPA wants to: 1). help you cement the ties you already have with your

good dealers, and 2). give you an effective selling tool to capture new dealers and to encourage changeovers. And this sales incentive program will do both!

All of NAPA is totally committed to this aggressive approach to broadening your customer base and increasing your sales volume. Let's look at exactly how serious all of NAPA is about this sales incentive program . . .

First, how serious are your NAPA Manufacturers? Serious enough and convinced enough of its effectiveness to contribute to the cost of two trips per NAPA Jobber and two trips per dealer outlet for as many dealer outlets as you enroll. They're serious enough to offer 12 months of spiffs to both you and your dealers on purchases of designated, mostly D-class, products. These spiff coupons can be used to offset the cost of travel for both you and your dealers. Is that serious enough?

How serious and committed is your NAPA Distribution Center? Serious enough to help you design your own custom earnback program for the most exciting and glamorous travel package in the aftermarket. Four of the most sought after vacation spots in the world — Acapulco, Hawaii, Disney World/Orlando, Florida and the nation's showplace, Las Vegas!

And NAPA has developed pro-

fessional sales pieces to really help you sell this sales incentive program to your dealer customers. You'll have available four sharp four-color brochures — one for each of NAPA's destinations. What's more, NAPA has prepared a professional motion picture for you to use at your dealer nights. Out of the four destinations, you'll probably want to offer only one or two. So the film has been created to allow you to show only the destinations that you're offering. And this film serves another function as well. It explains the entire 1982 NAPA marketing plan to your dealers — how it will help to generate more business and more profit for them.

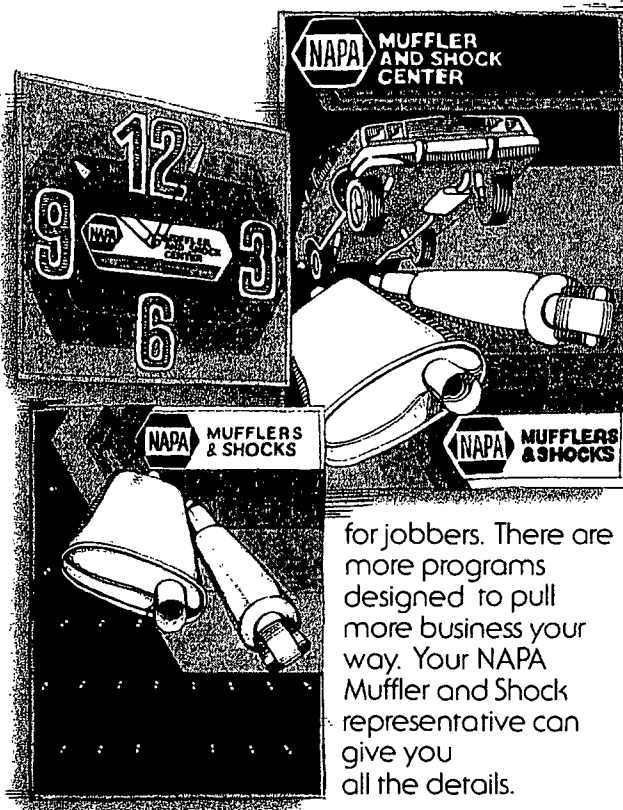
You'll find out all about NAPA's fantastic new sales incentive program at your NAPA Distribution Center Marketing Conference, where you'll receive your own sales incentive program guide. This book takes you step-by-step through each of the elements of the program.

Now — how serious is NAPA about helping you broaden your customer base, strengthen the bonds between you and your dealer customers, and increasing profits for both of you? Serious enough to make sure that when you "Go the NAPA Way" in 1982, you're headed for your biggest year ever!

NAPA MUFFLE WE'VE PUT IT ALL TO

MERCHANDISING PROGRAMS

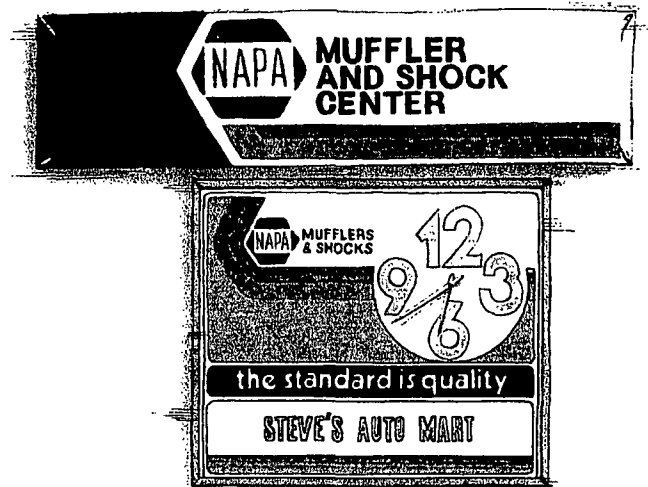
NAPA Mufflers and Shocks have joined together to help increase your exhaust system and shock absorber sales. And we've put together some strong merchandising programs that help tie these products together. Electric clocks, key holder boards, clip boards and wall and window plaques for installers. Counter mats, floor mats, deluxe open hours signs and a calendar/corkboard



for jobbers. There are more programs designed to pull more business your way. Your NAPA Muffler and Shock representative can give you all the details.

MUFFLER AND SHOCK CENTERS

A growing number of installers are discovering the profitability of muffler and shock installation. So turn one of your installer's service bays into a NAPA Muffler and Shock Center and you'll soon turn a fast profit, too. As a "Neighborhood Professional," your installer will be supported by



signage and a co-op advertising program that should bring him plenty of muffler and shock profits. We'll make everything available that your NAPA Muffler and Shock Centers need, including a double-faced illuminated clock, a bay banner, posters, streamers and special sales materials. All the dressing your installers need to compete successfully against the muffler and shock specialty shops, plus one distinct advantage — the NAPA name.

MUFFLERS & SHOCKS. TOGETHER FOR YOU.

GO THE NAPA WAY... WITH MUFFLERS AND SHOCKS

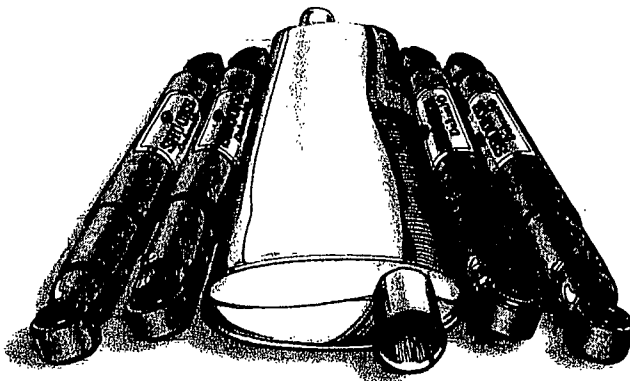
Your muffler and shock sales will really add up when your installers take part in the NAPA Muffler and Shock Sales Incentive Program. We've designed a special plateau sales plan that earns your installers travel certificates for the mufflers and shocks they sell. These certificates can then be applied to one of the four NAPA national trip sites . . . Acapulco, Disneyworld, Hawaii or Las Vegas. The Spring Sales Incentive dates are



February 15 - April 15; the fall dates are August 15 - October 15. So get your installers to go the NAPA way and watch their additional sales ring up more profits for you.

CO-OP ADVERTISING

This year, our 50/50 co-op program for muffler and shock absorber TV spots, radio spots and newspaper ads will carry twice the product, twice the impact. By tying mufflers and shocks together, this year's advertising should appeal to more potential customers. Which puts more potential into your profit picture. Our new Muffler and Shock Co-op Ad Kit has a greater variety of newspaper and radio ads to choose from, in order to help you promote NAPA Mufflers and Shocks with more impact than ever before. This year, our 50/50 co-op program will help make you more successful.



To find out how you can put it all together for bigger muffler and shock profits, contact your local NAPA Muffler and Shock representative today. He'll be happy to explain any of the exciting new programs we can offer you. Find out for yourself — when the name is NAPA muffler and shock sales, the standard is success!



Division of Tenneco Automotive



NEW NAPA ISS REVIEW PROGRAM

SHARPENING THE BASIC SELLING SKILLS

To sharpen your counter staff's basic selling skills, NAPA is introducing a brand new Inside Selling Skills (ISS) review program.

This self-study, self-paced workbook and audio cassette program is designed to review and reinforce inside selling skills as applied to generic product lines (batteries, filters, hoses, etc.). In addition, it emphasizes an area of growing importance to today's counterperson — related item selling.

The content of this continued education program is divided into six areas of concern, as follows.

Section I: Getting the Right Parts

This portion of the program provides an overview of the six basic inside selling skills:

- Greet
- Listen
- Ask
- Verify
- Check
- Close

Participants will briefly review each of these six skills in their workbook, while the tape discusses correct skill usage.

Section II: Suggesting Related Parts

This section will follow the same

format as Section I. The participant will review the three skills for selling related parts: suggest-ask-verify. Each of the skills will be discussed on the tape by a narrator, with brief examples of the sales exchange enacted by two "players."

Section III: Handling Resistance

Here, the participant will review the ask-prove-ask method of handling resistance. Again, the narrator on tape will discuss this method of handling resistance and a vignette between two "players" is used to illustrate skill usage.

Section IV: Telephone Courtesy

The importance of telephone courtesy cannot be underestimated. In this portion of the program, participants review the correct skill usage for phone greeting, handling requests for other counterpeople, putting someone on hold, checking back with waiting phone customers and using the customer's name.

Section V: Handling the Return of Claimed Defectives

This section of the ISS review program outlines the three basic steps for handling claimed defectives: 1). Find out why the customer thinks the part is defective;

2). Note why the customer thinks the part is defective; 3). Apologize; and 4). Take steps to correct the problem.

Section VI: Inside Selling Skills Review

In this final section, a vignette between two "players" will illustrate all the skills demonstrated in the previous sections of the program. Participants will then use a multiple-choice test to identify the correct and incorrect skill usage.

Additionally, each of the program's sections end with helpful hints and suggestions related to the topic covered.

A professional inside sales group is one of the keys to operating a successful business operation. So if your inside salespeople haven't attended NAPA ISS Workshop, see that they're enrolled this year.

If your salespeople have completed NAPA's original ISS program, see that their skills are refined and expanded using this new self-study improvement program. And then, plan on the increased sales and pleased customers that a professional sales staff provides.

NEW OSS REVIEW PROGRAM

SELLING TO YOUR TOUGH PROSPECTS

In 1978, NAPA introduced the best outside training tool in the aftermarket — NAPA's Outside Selling Skills (OSS) program. These two-day workshops concentrate on educating outside salespeople about NAPA product lines, developing their abilities to handle a variety of selling situations and providing solutions to commonly encountered selling problems.

But now it's 1982 and time to take the training of your outside salesperson a step further, with the introduction of a new OSS review program, "Selling to Your Tough Prospects."

"Selling to Your Tough Prospects" is designed to build upon the basic outside selling skills

presented in the original OSS workshops. It has been created to refine your outside salesperson's approaches in order to crack those tough accounts to expand your sales opportunities.

A self-administered review, "Selling to Your Tough Prospects" consists of an audio cassette and workbook. This flexible review format enables outside salespeople to study the program at their own convenience — at home, at the store, or whenever time permits.

"Selling to Your Tough Prospects" highlights two common concerns of today's outside salesperson: the need to sell more to more accounts, and the need to sell to difficult to those sometimes "difficult" customers in order to

open new business in your area.

The review program begins by helping the outside salesperson analyze his or her "marketplace." Following this analysis, the outside salesperson is asked to target in on a tough prospect that he or she would like to gain as an account. As the program continues, the outside salesperson will actually develop a strategy for selling to that tough account.

So help your outside salespeople help themselves and your business by enrolling them in NAPA's new OSS review program, "Selling to Your Tough Prospects." It's one more way to gain added profits through a more professional sales force in the year ahead!

This ad
will tell your
owner-operator
customers in their
magazines about NAPA
Fleetflex Gold hose and they'll
come to you to get it.

Our new radiator hose will probably go farther than your rig.

NAPA Fleetflex Gold radiator hose is so tough that you might go through 2 or 3 engines before you need to replace it.

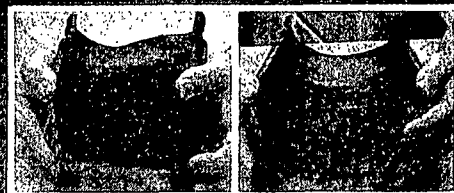
That's no idle claim.

We racked up over 600,000 miles on each of 50 different rigs equipped with Fleetflex Gold hose. None of the hoses needed replacement. One piece actually outlasted three engines—823,692 miles—before we lost track of it.

Naturally, we can't predict how many miles you'll get. But the odds are you'll want to replace your rig before you'll need to replace our hose.

Fleetflex Gold radiator hose is just one product in the complete line of top quality belts and hose available from NAPA.

And with thousands of NAPA outlets nationwide, there's one close to you, no matter where you are.



These two hoses have seen over 600,000 miles of highway use. The one on the left is heavy-duty hose, but it's failing. The inside is cracking and flaking.

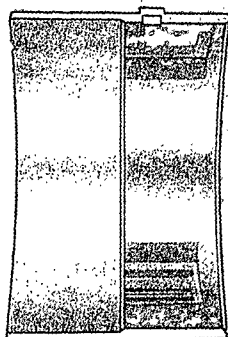
The hose on the right is Fleetflex Gold. It's discolored by rust, but smooth and flexible, and ready for a lot more miles.



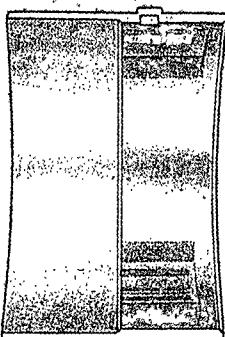
FLEETFLEX GOLD

NAPA Belts/Hose Manufactured Exclusively for
NAPA by National Products, Inc., Denver, Colorado

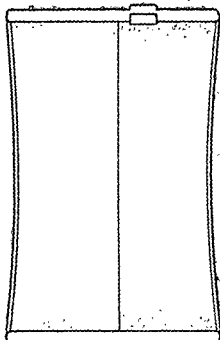
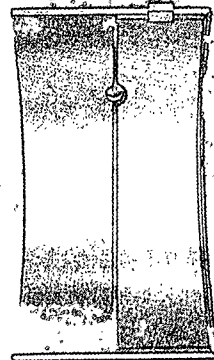
Tin Base
Babbitt



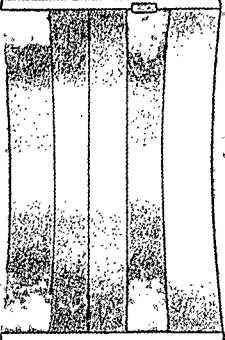
Lead Base
Babbitt



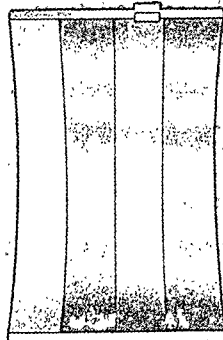
Unplated
Copper Alloy



Unplated
Aluminum Alloy



Overplated
Copper Alloy



Overplated
Aluminum Alloy

Every engine application needs the right bearing lining material.

One type of lining material can't cover every engine application. That's why original equipment designers consider bearing load, lubrication, mating part material and service environment before choosing an engine bearing.

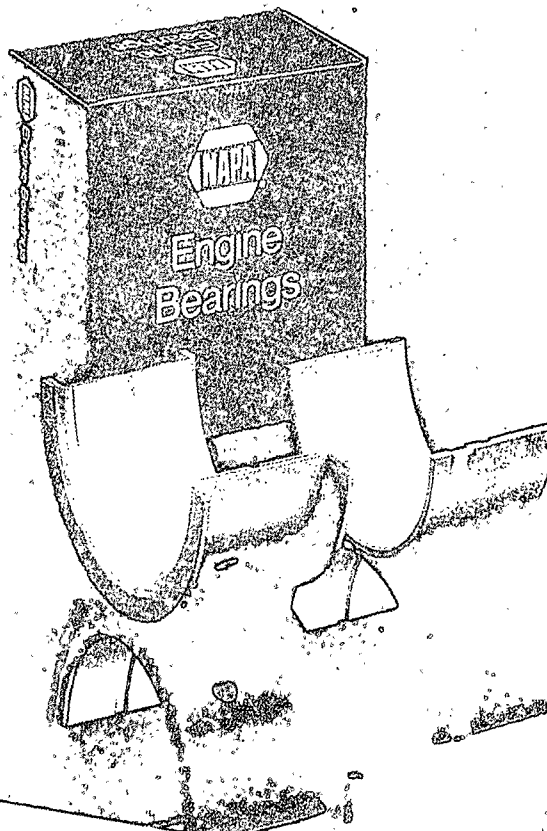
With new NAPA® Engine Bearings, you have the right bearing lining material to cover all of the modern engines. You get six different types of lining materials.

NAPA Engine Bearings are carefully engineered for the proper load carrying capacity, conformability, embeddability, and wear resistance. For engine bearing coverage, look to NAPA Engine Bearings.



Engine Bearings

When the name is NAPA,
the standard is quality.



THE PLACE: TORONTO, ONTARIO

THE REASON:

NAPA'S 1982^{inter} NATIONAL BUSINESS CONFERENCE



Toronto's stunning City Hall (above), located directly across from the Sheraton Centre Hotel.

Here's an opportunity to learn all about the aftermarket's newest innovations and business strategies while experiencing the "City of the 80's" — fascinating Toronto, Ontario!

At NAPA's first international business conference, aftermarket leaders will share their viewpoints and insights into the industry. Your NAPA Manufacturers will have a massive exhibition hall filled with a vast array of the very newest products and information. You'll be able to visit "Machine Shop 2000" — a chance to get in on the latest machine shop technologies as well as future developments under consideration. And you can do all of this while enjoying one of the world's most attractive cities: Toronto, where downtown still means excitement, glamor, vitality, energy and good, good times!

You'll be staying at the Sheraton Centre Hotel, a real showplace itself, with a multitude of shops, underground shopping centers and some of the finest restaurants a city could offer. Located right in the vibrant heart of downtown Toronto, the Sheraton Centre is directly across from the famous City Hall. Toronto is famous for



Eaton Centre, a glass and silver shopping world!

this architectural marvel — a giant flying saucer hovering permanently between two curving towers. In front of City Hall is the large "City Square." Complete with a reflecting pool, this spot is a popular meeting place for outdoor concerts, rallies, art shows . . . or simply a good spot to rest under the spreading trees.

A few blocks from the Sheraton Centre Hotel is the Eaton Centre, a glittering structure of glass and silver. Step inside and be amazed by gleaming white terraces housing hundreds of stores and boutiques, masses of greenery spilling from craftily situated planters, leaping waterfalls and live trees. There's nothing like it anywhere else!

From this same area, you'll have easy access to Toronto's vast "underground city" of shopping malls, restaurants, walkways and theaters, all comfortably climate-controlled.

And you'll be within walking distance of the incredible CN Tower — at 1,815 feet, the tallest free-standing structure in the world. For the adventurous souls, glass fronted elevators whisk you



Casa Loma, Toronto's 98-room medieval castle.

up on a dizzying ride to the observation decks atop the tower. Or, for those who prefer to keep their feet on the ground, at the base of the tower you can enjoy a variety of games and family entertainment facilities . . . plus a lofty welcome from Diego, the world's tallest clown.

For the ladies, there will be a guided tour covering the city's most interesting sites — including magnificent Casa Loma, Toronto's 98-room medieval castle, which comes complete with a lofty baronial hall, lookout towers and secret passageways.

Or, for a different style tour of your own, try viewing Toronto by trolley . . . an opportunity to see the sights through the windows of one of the many renovated trolley cars that line the streets.

Cafes, art galleries, theaters, harbors, boat rides . . . the list of things to see and do in this incredible Canadian city is unlimited!

So plan to attend NAPA's 1982 National Business Conference — you'll increase your business knowledge while having the time of your life!

Winterize Your Company's Image with These New Creative Advertising Products

The NAPA "Lazer" Quilted Jacket - This beautifully designed jacket was created especially for NAPA. The gold and blue bottom design with 5 lazer stripes sets this jacket apart from the rest. It's insulated with 7 ounce 100% polyester fill. Horizontal quilting for added comfort is included. Plus this NAPA jacket is also water repellent with 29 inch finger tip length, knit cuffs, lay down collar, and two full size patch pockets.

A.

B.

The NAPA "Lazer" Quilted Vest - Here is a vest that is truly unique. Specially designed just for NAPA, this vest features a gold top and blue bottom with 5 lazer stripes. It's insulated with 7 ounce 100% polyester fill. Horizontal quilting is added for comfort plus the attractive look of two full size patch pockets.

Establish an image to give you maximum visibility and awareness. Creative advertising products lead you down the road to instant identity. Here is advertising that gives you style, comfort and the power to make you stand out in the crowd.



NAPA JOBBER PRICE SHEET

81-GH 252
EFF. AUG. 15, 1981

NAPA STYLE NO.	DESCRIPTION	SMALL	MEDIUM	LARGE	X-LARGE	VENDOR NUMBER	TOTAL HOW MANY	UNIT PRICE	AMOUNT
805801	A. NAPA "LAZER" QUILTED JACKET				/Ea.	805801		21.42 Ea.	
805811	B. NAPA "LAZER" NYLON QUILTED VEST				/Ea.	805811		14.64 Ea.	
TOTAL AMOUNT OF ORDER									

SEND THIS
ORDER FORM
DIRECTLY TO: Your NAPA
Distribution Center

FOR VENDOR USE ONLY:

BILL TO:

COMPANY _____
ATTN: _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE () _____

SHIP TO:

COMPANY _____
ATTN: _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE () _____

NAPA: ANNOUNCEMENTS

JOHN SCALLEY ELECTED PRESIDENT OF NAPA

John J. Scalley, group vice president of the Genuine Parts Company (GPC) in Atlanta, Georgia, was elected president of NAPA at our Annual Meeting held recently in Atlanta, Georgia.

Scalley, a graduate of Georgia Tech, joined GPC at the former NAPA New York Distribution Center in 1951 as a sales representative, covering the Connecticut and New York state areas.

In the early 1960's, Scalley was promoted to assistant to the general manager at the NAPA New York Distribution Center. From there he moved on to become manager of the former NAPA Boston Distribution Center and later served as vice president of GPC's southeast and central divisions.

In January of 1977, Scalley was promoted into GPC headquarters as group vice president. In October of 1980, he was elected vice president of NAPA.



John J. Scalley, group vice president of the Genuine Parts Company was elected president of NAPA at the recent Atlanta Annual Meeting.

JAMES AIKEN ELECTED VICE PRESIDENT OF NAPA



James Aiken, executive vice president of General Automotive Parts Corporation, was elected vice president at the recent NAPA Annual Meeting.

James Aiken, executive vice president of General Automotive Parts Corporation (GAP) in Dallas, Texas was elected vice president of NAPA at our recent Annual Meeting.

Aiken joined GAP as a field executive in 1967 at the NAPA Houston Distribution Center, where he was promoted to sales manager in 1968. Aiken was next promoted to operations manager at the NAPA Dallas Distribution Center, where one year later he was named sales manager, with responsibility for local stores.

In 1972, Aiken was named general manager at the NAPA Louisville Distribution Center. In 1977, he returned to Dallas to join the GAP staff as company vice president. In 1980, he was named executive vice president of GAP.

Aiken is a graduate of the University of Arkansas, where he majored in business administration.

NAPA BEARINGS CLAIMS 1981 "SPIRIT OF NAPA" AWARD



NAPA Bearings received the 1981 "Spirit of NAPA" award at NAPA's Annual Meeting held recently in Atlanta, Georgia. The "Spirit of NAPA" award is the highest form of recognition conferred upon an NAPA supplier.

NAPA Vice President and General Manager Bob McKenna presented the award to Bill Adams, president; Andre Laus, vice president and group executive; and Joe Parthum, NAPA national sales manager for NAPA Bearings.

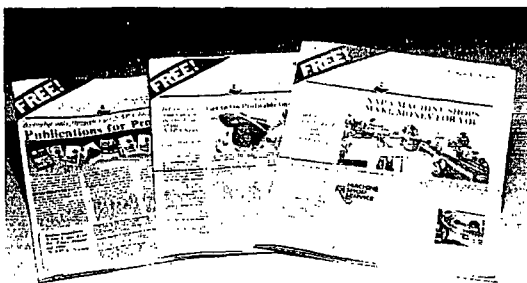
Each year, the "Spirit of NAPA" award is given to one NAPA sup-

plier "in recognition of excellence in responding to the continuing needs of NAPA through product superiority and availability, effective use of manpower, merchandising capabilities, informational services, continuing education and more."

The award is considered especially indicative of the company's excellence as each NAPA Distribution Center is asked to vote for the recipient. Therefore, the company that receives the award has been recognized by the people it serves.

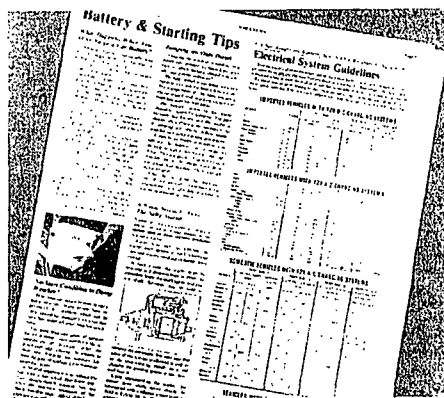
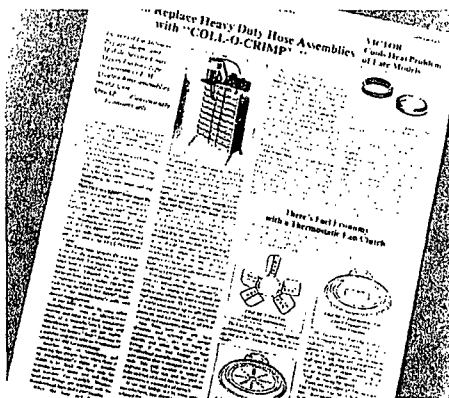
"In the seven year history of this

award, we have never felt that a supplier was more deserving than NAPA Bearings," said Bob McKenna. "They exemplified the true spirit of the award in their service to the NAPA system."



THE NAPA NEWS

MAKING YOUR JOB EASIER IN 1982!



Regular features of the NAPA NEWS include up-to-the minute information based on NAPA manufacturer's research and product information. Subjects such as seasonal maintenance, valuable publications, machine

shop profits, imports repairs, information charts and new products are but a few of the "need to know" topics covered in this dealer-directed newspaper.

In this issue of OUTLOOK, you've read about two new NAPA programs for 1982 that closely involve your dealer customers — NAPA's Spring and Fall Car Care Days and your new sales incentive program. Now the task at hand is to promote these programs to your dealers and keep their interest alive. And that's exactly what the NAPA NEWS will be doing for you in 1982 — making your job easier by communicating these promotions to your dealer customers on a continuing basis.

With three editions a year, the NAPA NEWS is in a position to promote your programs directly to the professional service repair trade. The February edition will promote both NAPA's Spring Car Care Days and the sales incentive program. In

June, the NAPA NEWS will start the excitement for the NAPA Fall Car Care Days, as well as feature articles on servicing imports to reinforce NAPA's national dealer import ads that will be appearing in major publications at that time. In the October issue, the NAPA NEWS will again feature the sales incentive program, as well as articles designed to keep the Fall Car Care Days interest alive.

Of course, the NAPA NEWS will continue to carry service tips, "how-to" articles and stories to help the shop owner run his business more effectively.

The NAPA NEWS serves a useful purpose to every NAPA Jobber. You can:

- 1). Use it to reinforce your '82 programs to your dealers on a con-

tinuing basis.

- 2). Use it as a "door opener" when talking to a potential dealer account.
- 3). Mail or deliver it to your dealer accounts as a reminder that you appreciate their business.
- 4). Give it to your semi-pro or good do-it-yourself customers as an indication of your interest in their business.

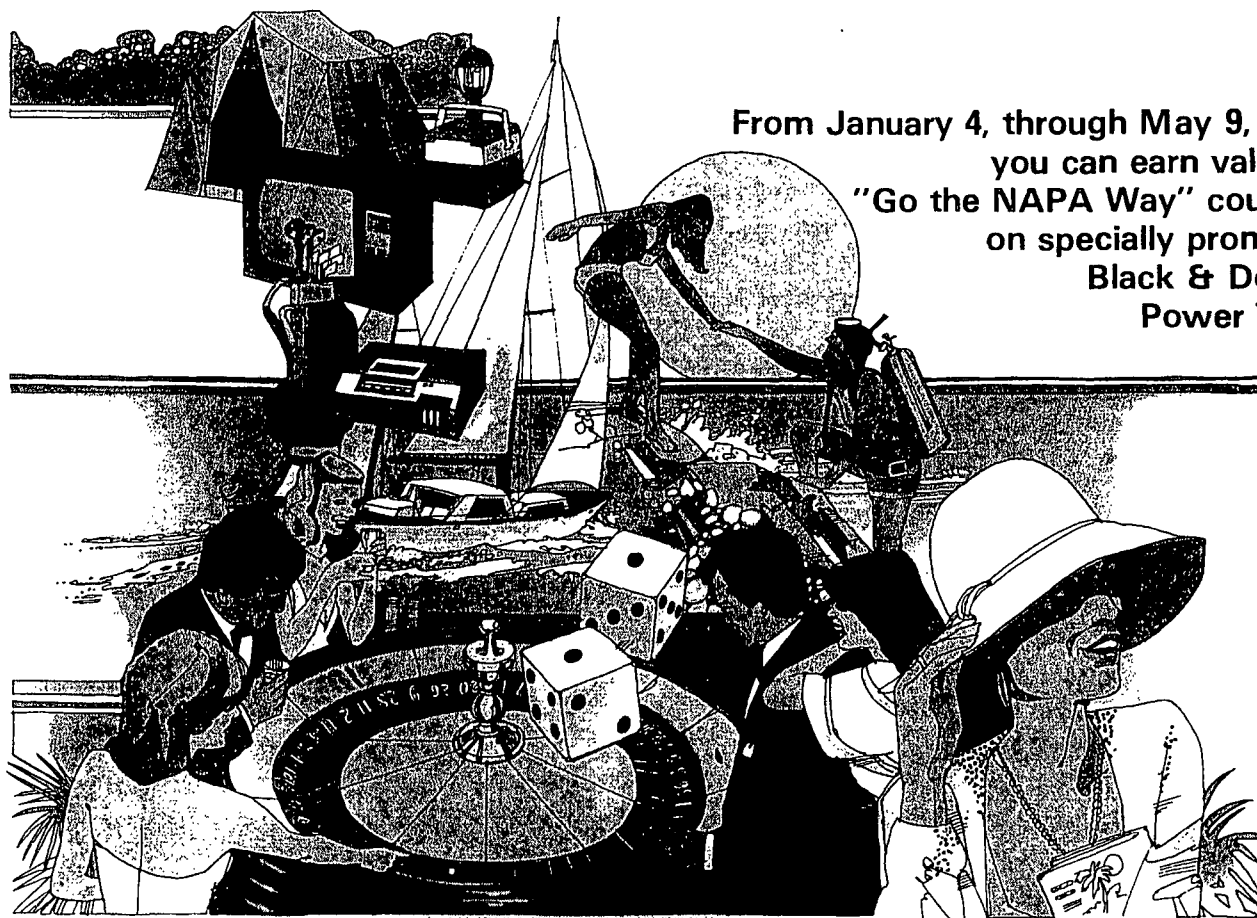
The new subscription rate of \$33.00 a year (which includes 100 copies of each of three issues) is a small investment for such an effective communications tool.

So make your job easier for the year ahead. Contact your NAPA Distribution Center representative and make sure you're signed up for the 1982 NAPA NEWS!

Earn Exciting Trips on Great Merchandise!

NAPA

SPRING CAR

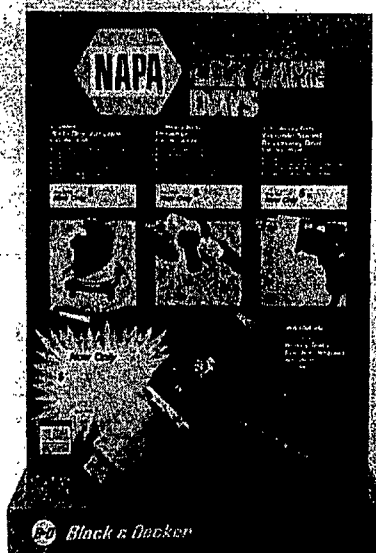


From January 4, through May 9, 1982,
you can earn valuable
"Go the NAPA Way" coupons
on specially promoted
Black & Decker
Power Tools

The four tools eligible for Black & Decker "Go The NAPA Way" coupons during the promotion period are:

- Cat. No. 6621 5-Gal.
Wet/Dry Vac - **worth 1 coupon**
- Cat. No. 6126 7"
Heavy Duty Polisher - **worth 3 coupons**
- Cat. No. 6036 3/8"
Heavy Duty Variable Speed
Reversing Drill - **worth 1 coupon**
- Cat No. 6513-09 1/2"
Extra Heavy Duty Electric
Impact Wrench - **worth 2 coupons**

Each coupon is worth \$5.00 towards a
"Go The NAPA Way" trip or 1,000
Merchandise Points.

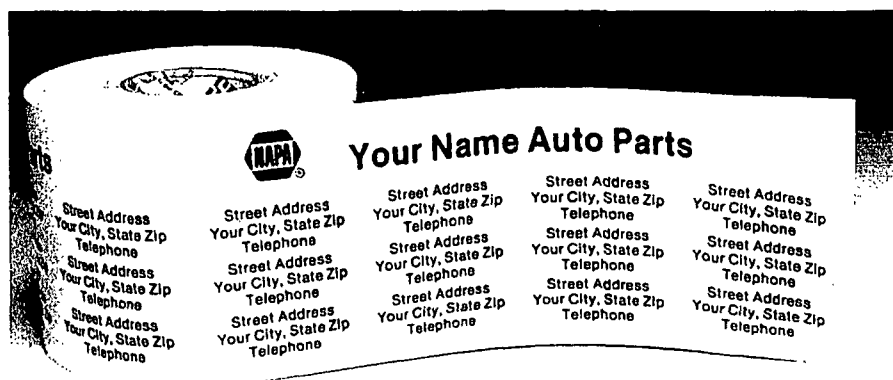


To help you sell more tools and earn more valuable coupons, your NAPA DC is offering this FREE Black & Decker counter top merchandiser. To receive this valuable promotional tool, just purchase one Cat. No. 6513-09 1/2" Electric Impact Wrench and two more of the four CAR CARE DAYS promoted Black & Decker tools. This full color counter top merchandiser will display the actual 1/2" Electric Impact Wrench and illustrate the other three tools that are eligible for coupons.

Display more and sell more! Contact your local NAPA D.C. today!



NEW, MORE ECONOMICAL IMPRINT PROGRAM



Pressure sensitive labels in a roll — easy to use and handy to store.

In the past, many NAPA Jobbers have found that direct imprinting their store name and address on NAPA catalog covers can be an effective form of "reminder" advertising. And over the years, NAPA has made every effort to keep the cost of this very effective sales tool as reasonable as possible. But because of today's tremendous cost increases for this particular method of imprinting, this service is becoming increasingly uneconomical to the NAPA Jobber. This

is why, effective with the January 1982 edition of the NAPA Quick Reference Passenger Car and Truck Parts Catalogs, direct imprinting on the catalog covers will no longer be offered. Why?

Because NAPA is now offering an even better way: imprinted pressure sensitive labels!

These attractive, inexpensive labels, personalized with your store name, address and telephone number, are easy to apply and suit your personalization

needs for a penny or less per label. Stop and think how these personalized labels can be used:

- Quick Reference Passenger Car Catalog
- Quick Reference Truck Parts Catalog
- OEM Interchange Catalogs
- Products for Business, Industry & Agriculture Catalog
- Balkamp Catalogs
- Place by your customer's telephone
- Shipping boxes to your dealers

The list is endless!

Printed in black ink on high quality white gloss stock, these pressure sensitive labels come in a roll — they're easy to use, and handy to store. And to accommodate all NAPA Jobbers, from the single store owner to the multi-branch store operation, three different label sizes will be available. And the NAPA logo will automatically be included on all labels.

These new labels offer you great versatility with cost economy. So contact your NAPA Distribution Center to order your stock of personalized pressure sensitive labels today!

HELP FOR YOUR DEALER CUSTOMERS

1981 FLAT RATE MANUAL

Too often, service station dealers and independent garage service technicians "short change" themselves when it comes to estimating service time charges. This is particularly true today, when prior billing is required.

However, you can take much of your dealer customers' guesswork out of job estimating with the help of *Super Service Station's* new 1981 Flat Rate Manual, available to you through your NAPA Distribution Center.

For those involved in automotive repair cost estimating, the new 1981 Flat Rate manual will prove a most helpful guide in arriving at fair and impartial work times. Where prior cost calculation is required by federal, state and/or local regulations, service station and garage managers will find the Flat Rate Manual an excellent check on billing accuracies.

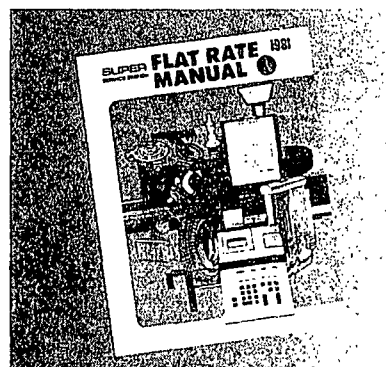
The new 1981 Flat Rate manual provides the average time involved in over 75 of the most commonly

performed automotive maintenance and repair jobs. Easy-to-read charts carry times on all of these jobs for all American makes and models for the last 10 years, including GM's new J-cars, Chrysler's K-cars and Ford's Escort/Lynx.

This year's manual also covers similar information on the leading imports.

In striving for accuracy, the manual's technical editors not only consider the time required to do each job, but the added time involved in diagnosing the problem, job ticket writing and final testing. Allowances are also made where rust, corrosion, metal fatigue, broken studs, etc., are apt to increase overall worktime.

Another feature of the manual is a time-service conversion table which almost automatically figures service charges on job tickets. Hourly service rates on the conversion table range from \$10 to \$34 to accommodate service station shops in a wide variety of



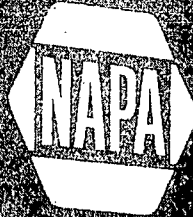
areas.

This 1981 edition is the most complete Flat Rate Manual ever. In this day of repair cost criticism, repair shop operators will find the 1981 Flat Rate Manual most helpful in validating labor charges as the manual clearly spells out the average job cost for all to see.

So make sure your dealer customers aren't "short changing" themselves. Contact your NAPA Distribution Center to order your supply of the 1981 Flat Rate Manual. Help prepare your customers to accurately estimate job charges on the 1980 cars as they run out of warranty and come to your dealers for repairs!



Fuel
Pumps



Fuel Pumps

New
Fuel Pump

**PUMP UP
YOUR
PROFITS.**

When you want your fuel pump business to really take off, go with NAPA Pumps. They're like fuel for profits.

NAPA offers a complete line of mechanical and electrical fuel pumps for all types of cars and trucks.

And NAPA Pumps are built tough. Built to stand up to today's driving.

And they're quality checked to make sure they're up to our high standards of reliability. So you can sell NAPA Fuel Pumps with confidence.

When you want a full line of fuel pumps — built with quality — stock NAPA.

They can help expand your profit potential.

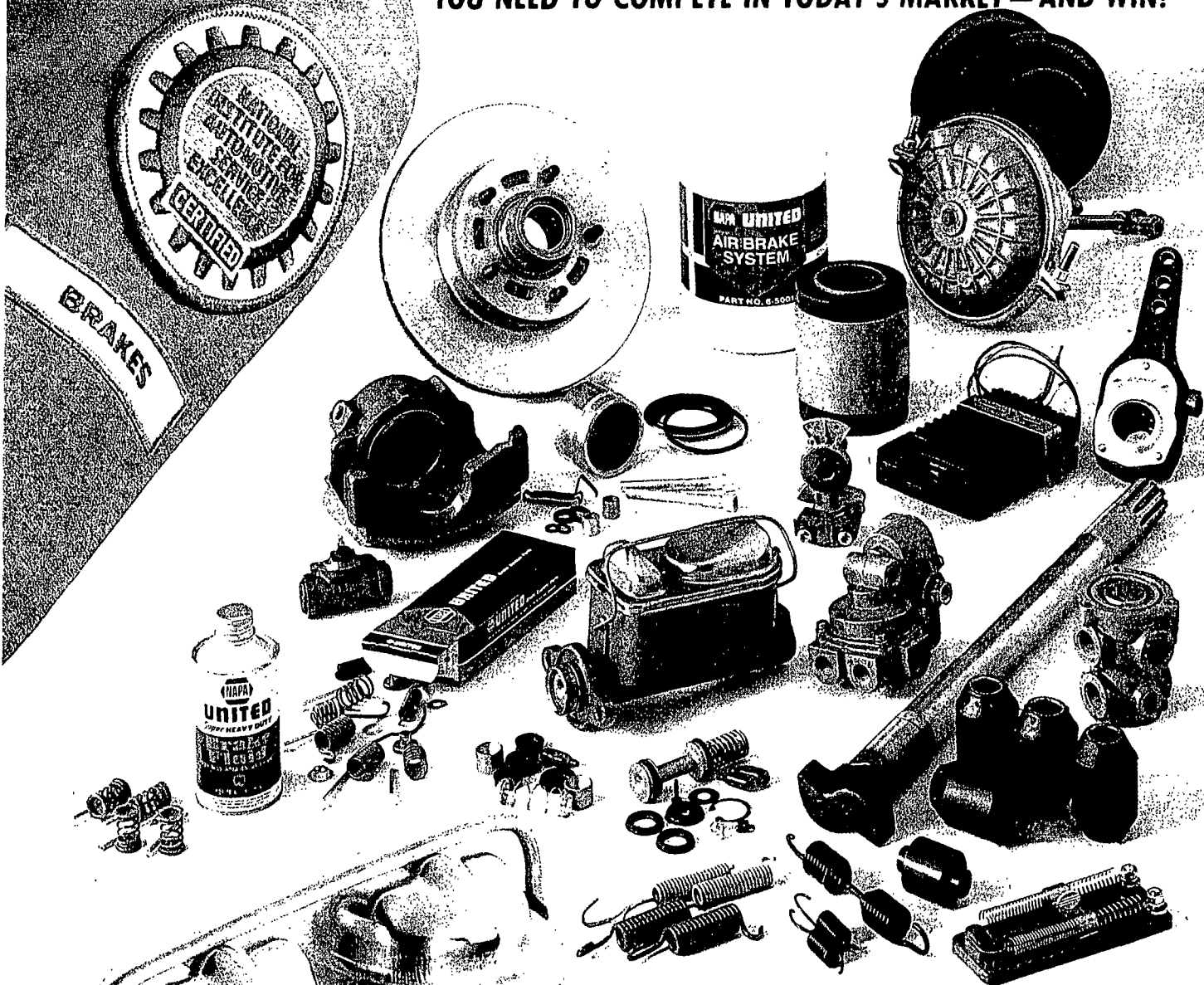


**Fuel
Pumps**

When the name is NAPA,
the standard is quality.



MR. JOBBER:
This NAPA United ad is now selling for you in trade magazines...letting service dealers know your brake parts program provides the industry's best coverage and availability plus total support. Tie in — and profit!



UNITED

1600 N. Industrial Drive, McHenry, IL 60050
A Division of the Echlin Manufacturing Company • Branford, CT
McHenry, IL • Litchfield, IL • Toronto • Blackburn • Waldorf
Mexico City • Caracas • Sao Paulo • Johannesburg