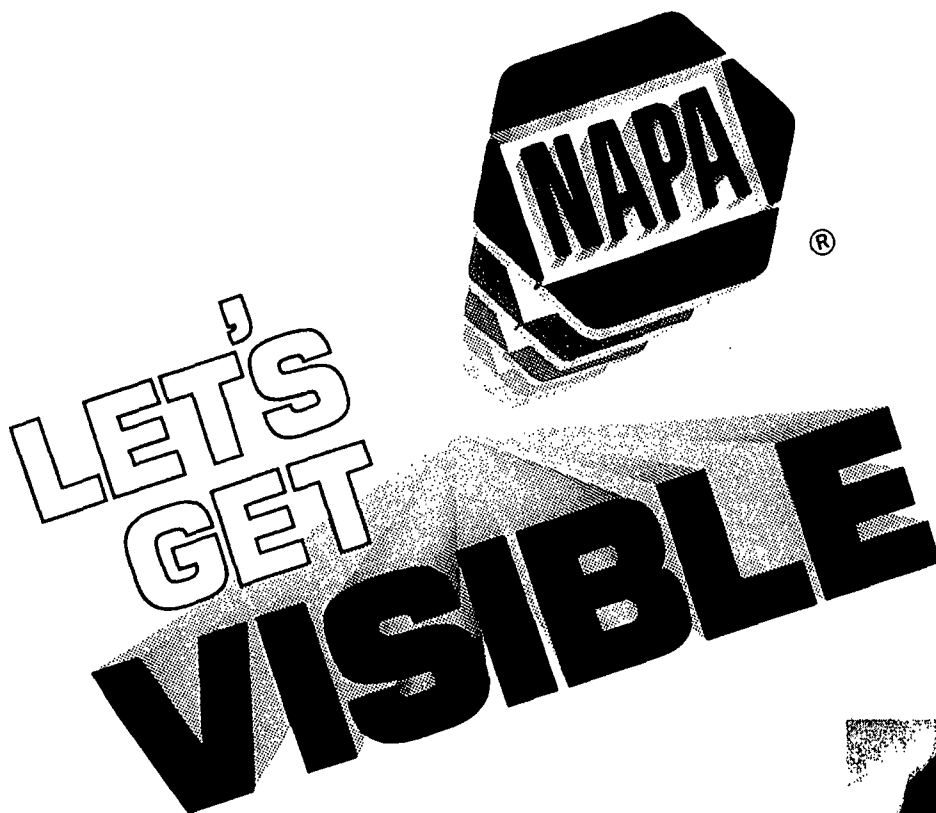




LET'S GET VISIBLE IN 1986

BY NAPA PRESIDENT
ROBERT E. McKENNA



The automotive aftermarket is changing. Thousands of words have been written, hundreds of speeches have been given and countless numbers of hours have been spent in discussion. But when all is said and done, the fact remains — the industry is changing.

NAPA, however, isn't going to be left behind; we never have been and we never will be. By facing these changes opportunities are created, opportunities which will lead you to being more successful and prosperous in the future than you have ever been in the past. For today and tomorrow, our 1986 marketing programs will more firmly establish the NAPA position of leadership and put us even further ahead of where we are.

Our 1986 marketing theme, "Let's Get Visible," exemplifies this commitment to the future. It states, simply, that we are going to aggressively and positively raise the consumer's awareness of the many strengths and benefits of NAPA and NAPA brand products.

For years, consumers have seen their local NAPA parts store but did not understand that it was a part of 6500 NAPA stores, all of which are backed by an excellent distribution and manufacturing system.

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Those days are gone,
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In many ways the NAPA store was viewed as just another one of the thousands of parts stores around the country. And that made it somewhat easy for our competitors.

Those days are gone and life for our

competition just got tougher. You, the NAPA Jobber, are going to become the NAPA AUTO PARTS store with the full power and support of our national brand recognition, our national store design, our national advertising, our national warranty program, our 800 number to help consumers wherever they are and our national promotions behind you. No one in the industry will be able to match you.

"Let's Get Visible" means more than the words indicate. It means taking all that we have in NAPA and making it the most visible and effective force in the automotive aftermarket. No longer can we sit back and wait for the customer to seek us out. We must be aggressive and assertive. We must show customers where we are and how our great, nationwide NAPA system can be of benefit to them.

In 1985 we took command. In 1986 we're going to go even further. NAPA is going to take our command of the industry and get visible!