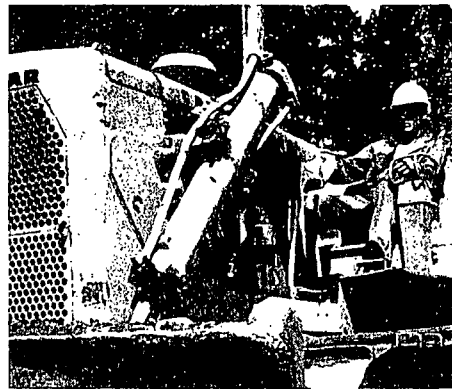
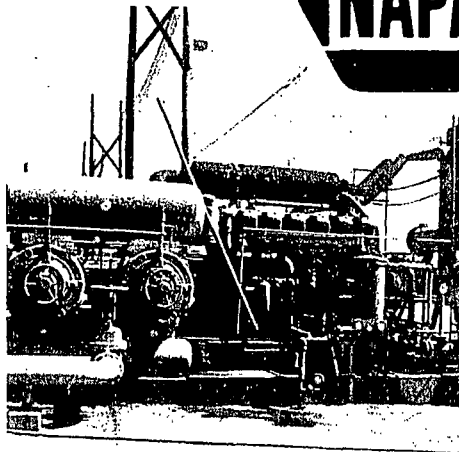
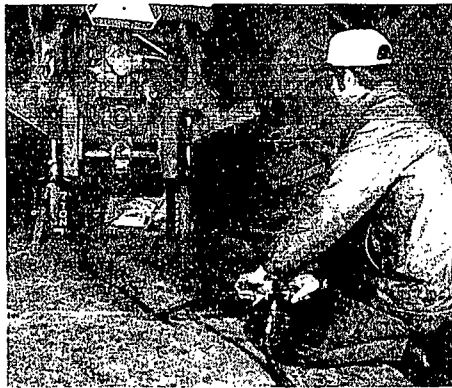




*The marketplace: Understanding it, predicting its needs and planning to meet those needs are the biggest challenges that all of us face today.*

*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"!*