

AND, FOR YOUR OTHER MARKETS

Magazine ads will give strong support to efforts with your fleet, owner/operator and farm customers in the upcoming year. The ads will tell these customers that NAPA has what they need and that in addition, can provide the kind of service and advice required in today's competitive environment.

FARM

Farmer's Market.



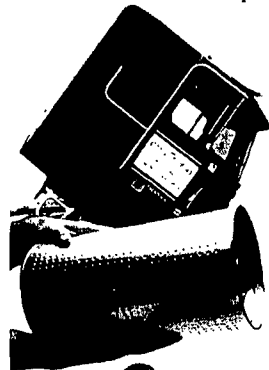
There's no time to down time when you've got a farm to run. And your local NAPA parts store is the one-stop resource for many of the parts and supplies you need to keep your farm running smoothly. With over 6,000 products, they can help you get your farm back on track. And when it comes to the success of your business, there's nothing but the best.



For the parts products you need to keep your farm running, NAPA parts are the way to go. All the right parts in all the right places.

**FLEET/
OWNER/
OPERATOR**

Keep your business running with NAPA parts.



parts. Our manufacturers are some of the finest in the auto truck aftermarket. And every NAPA part is made to fit right and work right.



In fact, many NAPA parts are made better than original factory equipment. With over 6,000 parts, they can help you get your business back on track. And when it comes to the success of your business, there's nothing but the best.

All the right parts in all the right places.

NAPA parts. From one fleet owner to another.

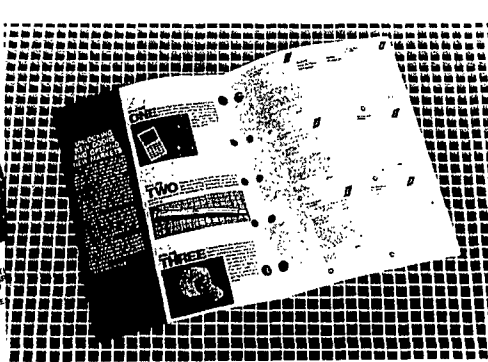
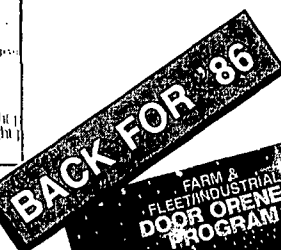


We know what it's like when you own a business. It depends on the parts. Many of our NAPA parts stores have delivery vehicles of their own. And we use NAPA parts to keep our parts stores running. Not just because we know the parts, but because we know the parts are made better than original factory equipment. With over 6,000 parts, they can help you get your business back on track. And when it comes to the success of your business, there's nothing but the best.

If you, our fleet can usually get it in your fleet in twenty-four hours or less. We also have a large inventory of accessories, parts and equipment products to keep your fleet looking as good as it runs. Moreover, NAPA parts are made to exacting standards of quality. In fact, many are made better than original factory equipment. With over 6,000 parts, they can help you get your business back on track. And when it comes to the success of your business, there's nothing but the best.

Take some advice from a fleet owner who really knows. To get the story, call a local NAPA store today. All the right parts in all the right places.

FLEET, FARM & INDUSTRIAL DOOR OPENER PROGRAM



For the fleet market NAPA's credibility is stressed. "From one fleet owner to another" tells your fleet customers that NAPA understands the problems they face because we operate fleets too.

"Keep your business running with NAPA parts" points out NAPA's strengths to the individual owner/operator. NAPA knows their businesses depend on quality, reliable parts and fast availability. And that's exactly what they'll get from their NAPA AUTO PARTS store.

NAPA stores can be the farmer's one-stop source for many of the parts and supplies he needs to keep his farm running. That's the reason "Farmer's Market" is the ideal method to communicate our strengths.

Getting to your potential customers in the fleet, farm and industrial markets can be tough. Because of that NAPA's Door Opener direct mail program is back for 1986.

To make cold calls into hot prospects you simply pick the doors you want to open, enroll those prospective accounts in

the program and then sit back while a series of three mailings, containing a personalized letter and a gift item, are delivered for you.

After the last mailing, you just pick up the phone, set up an appointment and make an easy sales call. It's as simple as 1-2-3.