

- Highway Expansion Programs
- Gulf and Western's Automotive Division
- Disc Brakes
- Growth of Mass Merchandisers
- Success of Midas, AAMCO, Etc.
- Automotive Air Conditioning

As important as industry-wide events were in helping to predict our future course, they were certainly no more vital than our own developments within NAPA from 1960 through 1971. These are our own milestones in that period, again with no order of importance or chronological sequence:

- NAPA Group Insurance
- NAPA Logo Change—NAPA Sixagon
- NAPA Winter Money Maker Program
- NAPA 40th Anniversary Brochure
- Fry Research and Recommendations
- Dissolving of "Allied"—Formation of "Parts Craft"
- NAPA Sales Training (8,000 Attended)
- NAPA Outlook—NAPA Report
- Aggressive New Emphasis on Total Identification—
As A Result of Our New NAPA Sixagon
- NAPA Freight Allowance Program
- Look Up To Your Future—Brochure
- NAPA Freight Delivery Service
- Miracle at Denver
- Surge of Our New, Young, Aggressive Distribution
Center Managers
- NAPA Farm and Ranch Program
- NAPA Snowmobile Program
- Elimination of Handling Charges By Most Manufacturers
- NAPA Annual Marketing Seminar For Manufacturers
- Development of a Single NAPA Classification Program
- The New NAPA Marketing Attitude

A great number of those events were directly or indirectly involved in a gradual, but distinct transformation in the char-