

The Future is Here!

"NAPA is committed to providing its traditional customers with the best services available in the aftermarket." You've heard that statement a lot in the last few months. And with programs like AutoCare, the NAPA Dealer Stocking Program, NAPA's technical clinics, NAPA AUTO PARTS stores are demonstrating to their traditional customers the different kinds of service they offer.

Now there's an additional service, called the NAPA Customer Inquiry Program, that in 1987 will get your traditional customers ready to go into the 21st century. With this program your traditional customers can easily check on a part's availability and order the part from your NAPA AUTO PARTS store.

Naturally, the NAPA Customer Inquiry Program fosters a trust between you and your traditional customers, but it also contributes to a trust between your traditional customers and their customers. That's because knowing whether your store has a particular part and specifying a time when the part needs to be delivered lets traditional customers tell their customers exactly when their vehicle will be repaired and how much it will cost.

In short, NAPA's Customer Inquiry Program assures your traditional customers that they can count on your NAPA AUTO PARTS store having the right part and delivering it in a reasonable time. And, in turn, motorists who take their vehicles to your traditional customers can count on getting quality and fairly priced repair/maintenance work.

For your NAPA AUTO PARTS store, the program means increased sales from both your traditional customers who use the program and your walk-in and D-I-Y customers. Because the NAPA Customer Inquiry Program acts as a silent salesman for your store, your employees spend less time taking orders from and checking parts availability for your dealers. You and your employees then will have more time to spend on your walk-in customers or merchandising or whatever else needs to be done.

Your traditional customers are familiar with NAPA's wide-ranging

parts coverage and it's rather simple for them to utilize the Customer Inquiry Program to order parts. On the other hand, your walk-in or D-I-Y customers may not be that familiar with NAPA's extensive parts coverage. But, since you have more time to devote to selling to this particular market segment, you can help your walk-in and D-I-Y customers overcome their unfamiliarity.

The NAPA Customer Inquiry Program has been tested in an Atlanta

have to be concerned about being put on hold or talking to a different person every time he calls the store."

NAPA's Customer Inquiry Program is very easy to use. The only equipment involved is a computer terminal and telephone line modem located at your traditional customer's business. And a TAMS system located at your store.

The program is designed to be "user friendly" so all your traditional customers have to do is push a few buttons on the modem and the terminal's keyboard and type a brief bit of information.

With just those simple actions, your traditional customers can know, in a matter of seconds, whether you have a particular part in stock.

As well as being easy to use, the NAPA

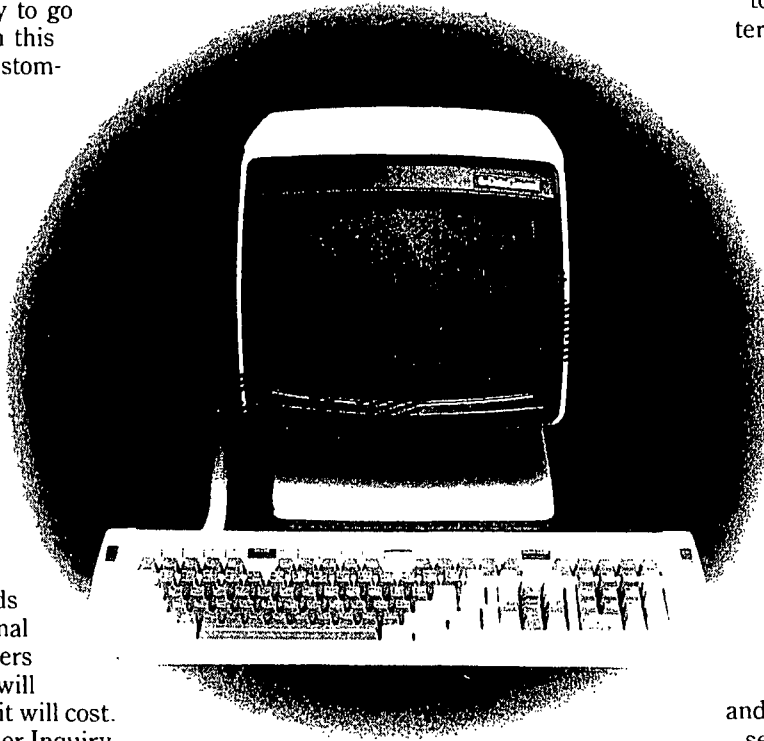
Customer Inquiry Program is also relatively inexpensive. You can purchase the equipment and then charge your traditional customers a rental fee for the equipment's use.

Costing approximately \$1,000, the equipment may be easily amortized over a five-year period.

Additionally, the terminal and modem can pay for themselves through the increased sales you'll receive from the traditional customers utilizing the NAPA Customer Inquiry Program.

It's recommended that your rental agreement be some sort of earn-back agreement. For example, you can draw up an agreement that charges your traditional customers \$50/month for the use of the equipment. In addition, the agreement can state that the traditional customer will earn credit against the rental cost of the equipment (i.e., 1% of the traditional customer's monthly purchases, up to a total of \$5,000).

The NAPA Customer Inquiry Program is going to be a proven winner with your traditional customers. As Kirk Mooney said, "The time is right to offer our traditional customers a program that's definitely going to increase their sales as well as sales of NAPA AUTO PARTS stores."



NAPA AUTO PARTS store (served by NAPA Atlanta). According to the store's manager, Kirk Mooney, the program has been well accepted by both his employees and the traditional customers who are utilizing the program.

"Our business has increased about 15% from one account who has used the program," said Mooney. As important as the increased sales are, Mooney believes the increase in order activity from that one account and better communications are just as important. "The number of orders we receive from that one account has increased about 50%," he noted, "and communications between us and the customer has improved greatly. Our customer doesn't