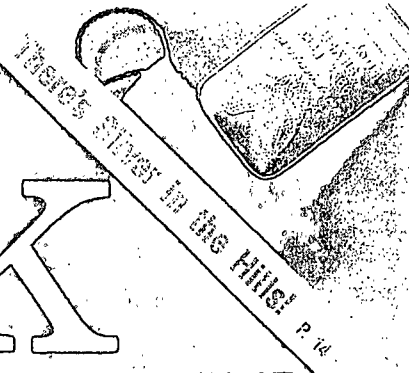


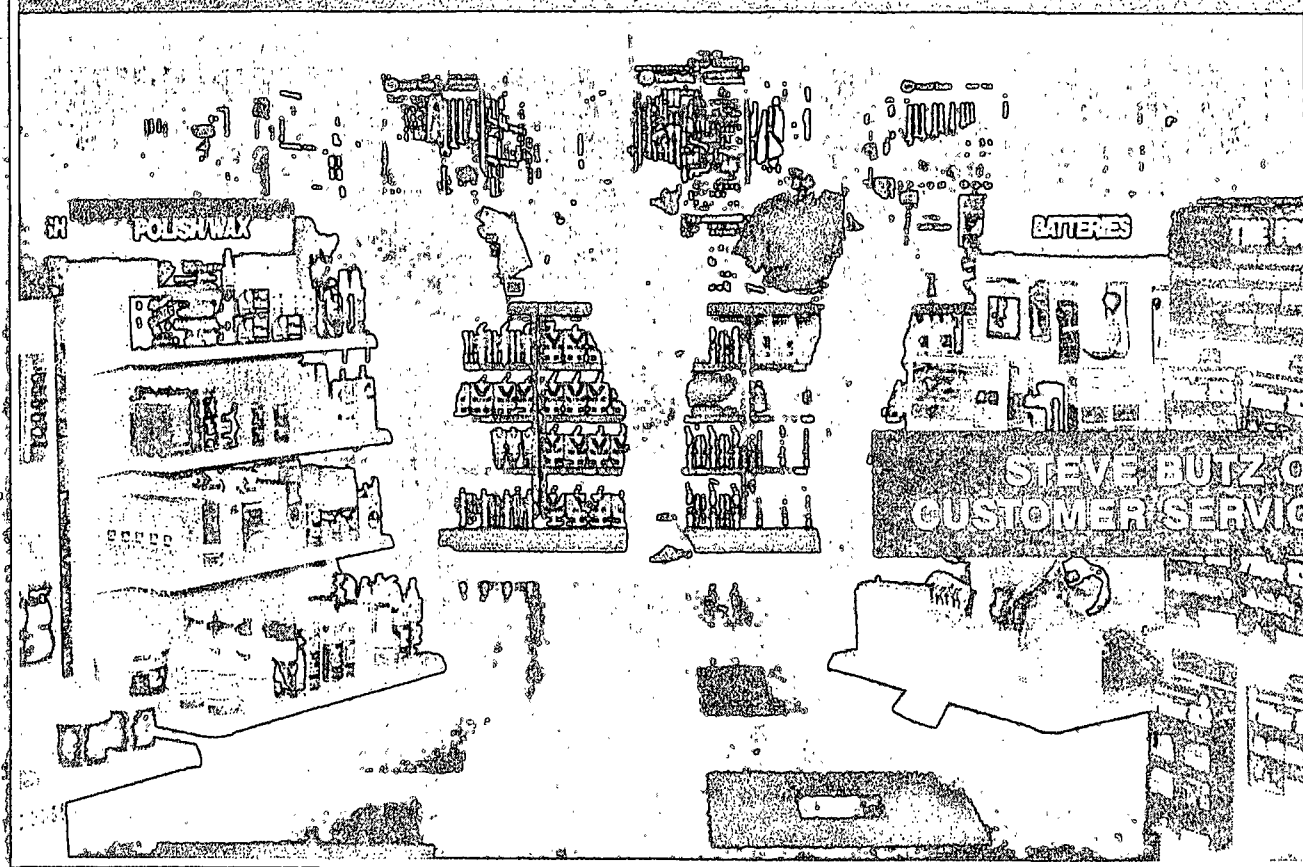
Outlook

VOL. 20 NO. 3

MAY, 1987



CUSTOMER SERVICE



THE FUTURE — NOW! P. 12
AUTOCARE NEWS P. 8

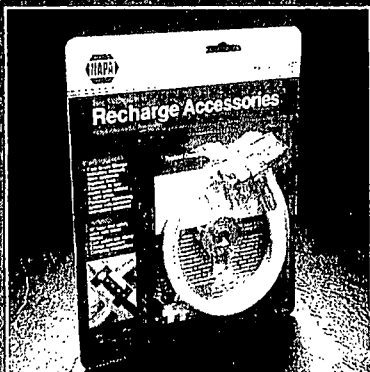
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NEW From NAPA®

A Lineup With A Difference

INTRODUCING NAPA FREON® PRODUCTS



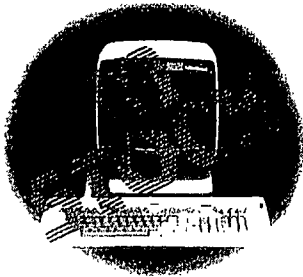
Now you can get high-quality, easy-to-use Freon products that make a difference in visibility and profits for your store.

In fact, our new and distinctive freon packaging reaches out to do-it-yourselfers the minute they walk in the door. NAPA's built a solid reputation of dependability for its entire line of auto care products. And in 1987, we're making sure the tradition continues.

Stock our latest lineup today and give your customers one more reason to shop NAPA tomorrow!



Customer Inquiry?



The future takes a step back into the present with NAPA's new Customer Inquiry Program (CIP). Designed especially for your traditional customers, this program lets those customers check on parts availability and ordering through the use of a computer terminal. With a TAMS terminal in your store and one in your dealer's place of business, NAPA's CIP is both a time-saver and a money maker. See how.

Page 12

Keeping Up with Tradition



Your traditional customers are the largest segment of your market. An important fact to remember when you're considering which NAPA programs to present to your dealers. Piedmont Division Vice President Frank Dial talks about how and why NAPA AUTO PARTS stores are taking advantage of the AutoCare Program.

Page 8

Oil-less List for EPA

The Environmental Protection Agency (EPA) has ruled that oil will not be regarded as a hazardous waste. Good news for repair and machine shops and service stations. There's a likelihood that by 1990 fuel injection systems are going to be the dominant type of engine. And, General Motors is planning to offer an optional computer in 1989 models. Flip to Industry Trends to find out what's going on in the industry.

Page 20

Who's Calling, Please?



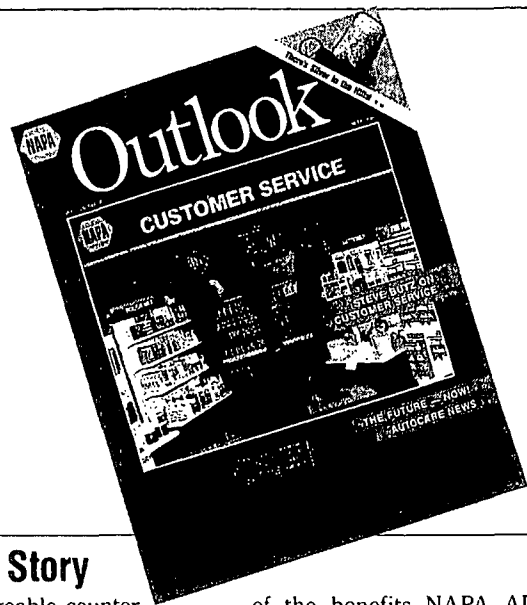
It could be the SILVERLINE Mystery Caller, a new program from NAPA Belden which could win your counterpeople some silver. Read about how to make purchasing easier for your customer with Header Cards and discover some of the positives and negatives of using coupons as well as some facts to enhance your merchandising efforts. In Creative Selling.

Page 14

Wires, Vacations, Cam Kits & Compressors

NAPA Temp Products has added a new twist to their 1987 technical clinics — vacation giveaways for participants, instructors and sponsoring NAPA Jobbers. NAPA Belden has increased its wire set coverage for import vehicles. NAPA Engine Parts introduces an MPG-Power Cam Kit to its engine kit line. And, NAPA Air Compressors expands its line with the addition of three new air compressors. It's all part of the news and new product information you need to keep your NAPA AUTO PARTS store. One Step Ahead.

Page 18



Cover Story

Knowledgeable counter people, increased sales from repeat business and customers who come to trust not only NAPA brand parts but service and advice that stands behind those parts. Those are just some

of the benefits NAPA AUTO PARTS store owner Steve Butz realized from the NAPA Professional Program. In Jobber Insights.

Page 4

Members of the Club

Fourteen NAPA Manufacturers recently became members of NAPA's 95% Club. The club is made up of NAPA Manufacturers who have met 95% or above of their order fill rates during the past calendar year. Discover which fourteen of the NAPA Manufacturers were initiated into this prestigious club for 1986. In Dateline.

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Litho in U.S.A.

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The Way to Good Service

by Steve Butz, NAPA AUTO PARTS/NAPA Auto Supply — Rochelle, Rochelle, Illinois

Meet Steve Butz, owner of NAPA AUTO PARTS/NAPA Auto Supply — Rochelle in Rochelle, Illinois (served by NAPA Chicago). Butz, who worked within the NAPA system for seven years prior to purchasing the Rochelle store, is a firm believer in providing his customers with good service. Below is his method for assuring his traditional and retail customers they are getting the best service NAPA can give.

My wife Jean and I have been the owners and managers of our NAPA AUTO PARTS store since July of 1983. And if there's one thing which sets our store apart from our competition it's service. It's important to both our traditional and our retail trade. But to be able to provide the right kind of service you have to have the right kind of information. Or knowledge, if you will. Knowledge about the products we sell, knowledge about our market and selling to it and knowledge about the various automotive systems. Having that information and being able to share it with our customers is an important service in itself.

That's why when we first found out about the NAPA Professional Program at an Owner's Conference in September of 1985, we signed up for the program that very same afternoon. You see, our customers not only come to us to purchase parts, they come to us for advice as well. They ask for our help in solving their repair problems. And, the reason they ask us is because they know that we do our best to be able to offer such advice. But we know that the only way to be able to offer it is to have the know-how — the knowledge I mentioned earlier.

To gain knowledge, you have to keep up with what is going on in the after-market industry. You have to be trained. That's where the NAPA Professional Program comes in. One section of the program focuses on different automotive systems — brakes, cooling systems, engines, electrical and ignition, chassis and suspension and power train — and that section is constantly being updated so that the latest repair and maintenance technology is included and available for NAPA personnel. For instance,



“...To be able to provide the right kind of service you have to have the right kind of information.”

an addition to the program has just been made recently. It's the Paint and Refinishing section which is now a part of the “Understanding Automotive Systems” portion of the program.

There's more to the NAPA Professional Program than just the “Understanding Automotive Systems” section, however. There's also the “Inside Selling Skills” section which provides five sections of information on proven selling techniques — Selecting the Right Part, Practicing Customer Courtesy, Increasing Sales, Handling Problems and Handling Resistance. Together,

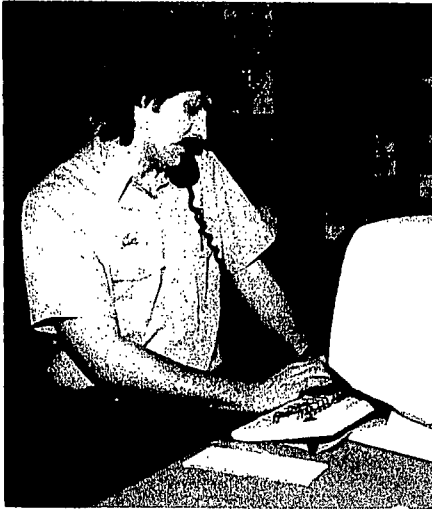
these two sections work to make our customer service something which makes us stand out.

Things you might have never realized were important are and those are the things taught in the program. How quickly the phone is answered for example. And the tone of voice used when answering. When the phone is picked up on the first or second ring and the voice is enthusiastic, it makes a difference. Just as being able to locate the correct part and to do so quickly makes a difference in how customers regard the extras you can provide and, in the end, regard your store.

Now, the combination of the two sections or the whole program has made a noticeable difference in the way our employees are handling our customers. There's been a big improvement in our countermen's ability to handle customer questions and to give good advice. More importantly, my customers are noticing the difference and letting us know they

notice it. More and more of our customers are telling me how pleased they are with the advice they've gotten from a counterperson or how a counterperson knows exactly what kind of part or product will solve their problem.

I like hearing those kind of comments. Because it means that they can be translated into repeat business for the store and that's exactly the kind of thing I wanted to get out of the Professional Program when we signed up in 1985.



My employees share a belief in the importance of good training and consequently they were ready and willing to enroll in the program. We all recognized the benefits — a more complete understanding of automotive systems, better selling skills and increased sales for the store — that the NAPA Professional Program would bring.

Joe Richardson, who has been with the store for three-and-a-half years, came to us with a background in auto mechanics. But Joe himself will tell you that although he knew a great deal about the basic automotive systems he learned a lot of information on automotive repair and maintenance that you couldn't find in any school textbook from the program.

I know Joe was impressed with the depth of the information covered in the "Understanding Automotive Systems" section but he was even more impressed with the "Inside Selling Skills" section. The emphasis put on the selling skills is probably the strongest in the aftermarket. That's good because there's a great deal more to selling auto parts than just knowing where the part is on the shelf.

Now Joe is aware that you've got to know when to sell a customer related items or when to tell him when he needs one part instead of the other, even if that part you're recommending is more expensive. The Increasing Sales and Selecting the Right Part portions of the "Inside Selling Skills" section were especially useful for him. As a result he has the confidence to suggest an alternate part to a customer or to gain additional sales dollars by attempting to sell up or to sell related items.

The NAPA Professional Program has also been very useful in helping to prepare our counterpersons sell to both the market segments the store serves. Joe Richardson, for instance, has the automotive knowledge he needs to talk on a fairly high technical level with our traditional customers. But he can also now move onto a different level and put a retail customer at ease.

Our other counterman, Jim Bonneau, has learned the importance of and the ability to do the same. And, he has a knack for communicating effectively with traditional customers, heavy do-it-yourselfers and light do-it-yourselfers. As Jim puts it, "the counterman not only needs to know what he is selling and why, but where the part goes on a car and what its function is in relation to the car's overall operation. The NAPA Professional Program, in my opinion, does an admirable job in teaching you these skills."

Both Joe and Jim especially like the fact that there is just the right blend of automotive knowledge and selling skills in the two sections of the program. You don't want to overemphasize one section over the other because knowledge of automotive maintenance and repair goes hand-in-hand with the knowledge of how to sell the right part and offer the right advice to your various markets.

Another good characteristic of this program is that it lets the individual proceed at his or her own pace. There is no time limit on passing a certain segment so you can study and review whenever it's best for you. And, once you're ready to take the test all you have to do is to dial the toll-free number of the testing center and answer the five randomly selected questions pertaining to that particular portion. There's no written test. And your employees don't

have to take time off to go somewhere away from the store to take the tests.

The manuals are easy to follow but, at the same time, informative. They tell you facts that normally most people would have to learn through experience. In fact, they could even be used by individuals who have no experience as either a counterperson or an auto mechanic and still get them to the point where they would feel comfortable behind the counter. Jim has even said that in his experience as a foreman for a



college agriculture shop he found the NAPA Professional Program manuals much more informative and easier to understand than those put out by companies such as John Deere and International Harvester.

Personally, I feel the manuals are such an excellent source of reference that we keep them behind the counter in the store. That way if we do have a question or need to double check something, there's a quick way to do it. We refer to them time and time again.

We are constantly looking for ways to improve and increase our business, as well as our service. One of those ways has been with the NAPA Professional Program. Participating in that program has made a difference and now I can say that we're among the professionals NAPA is so well known for.

Editor's Note: The NAPA Professional Program was recently awarded the top national prize for the training of employees and customers by the Automotive Training Council (ATMC). To date, over 5,200 NAPA counter and outside sales personnel are participating in the program.

For more than 50 years Martin-Senour automotive refinishing products have been marketed exclusively through NAPA AUTO PARTS stores. Together with thousands of NAPA Jobbers coast to coast we've shared a commitment to excellence in product quality and service. Reason enough for Martin-Senour to carry strong NAPA identification on every product we sell, and advertising and merchandising materials, too.

HERE'S WHAT MARTIN-SENOUR IS SAYING ABOUT NAPA JOBBERS

Martin-Senour is proud to promote the NAPA Jobber as a *Body Shop Specialist*. We're telling the country that NAPA Jobbers are more than *paint specialists*. Because in addition to paint and refinishing products, NAPA Jobbers carry a full line of auto parts and equipment that are needed to repair and refinish a vehicle. In fact, throughout 1987 we're featuring the NAPA Jobber as a Body Shop Specialist in all of our national advertising.

Martin-Senour Tells It Like It Is

The advertisement on the opposite page is one example of what we're doing to promote The Body Shop Specialist... YOU. We're reaching body shops coast to coast with the message that the nearby NAPA Jobber is the man to call for any repair or refinishing need. We're promoting the unequaled depth of NAPA AUTO PARTS stores nationwide. Because we know that once a body shop man realizes the tremendous selection of

refinishing products, plus replacement parts and accessories, available to him... *nearby*... he'll rely on his NAPA Jobber more and more.

Auto Parts, Paint, and Profits

It's natural for NAPA Jobbers to challenge the paint specialists. After all, the paint specialist supplies refinishing materials. But the NAPA Body Shop Specialist has more! He has all the refinishing products and all the automotive parts... and the people to put it all together. Whatever's required to do the complete job. The highest quality... the most complete service. And by calling their NAPA AUTO PARTS store for all the paint and parts they need, body shops save time... and time is money.

Martin-Senour is telling independent body shops and car/truck dealer body shops that their nearby NAPA Jobber is the man to see... he's The Body Shop Specialist.

NAPA/Martin-Senour. Together, We've Got It All.

THE PAINT, THE PARTS,



The Martin-Senour Difference

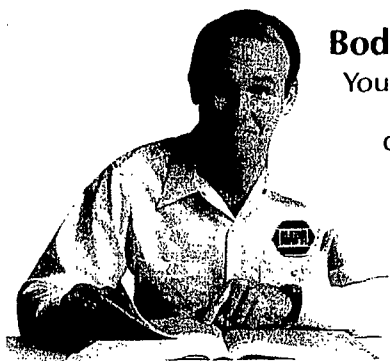
Superior refinishing begins with outstanding paint products... from high-performance abrasives and fast-filling undercoats, to high-gloss, OEM matched color top-coats. A system of technologically advanced products that work together to make refinishing easier... and more beautiful all the time. All available at thousands of NAPA AUTO PARTS stores from coast to coast. That's the Martin-Senour Difference... but there's more!

All the Right Parts in All the Right Places

Your nearby NAPA store carries a complete line of quality auto parts and accessories in addition to a complete inventory of Martin-Senour refinishing products. So you can purchase the paint as well as the parts you need for repairing and refinishing your customers' vehicles. Your NAPA Jobber is more than a paint specialist... he's a full line Body Shop Specialist.



THE PEOPLE, THE PLACE.



The Body Shop Specialists

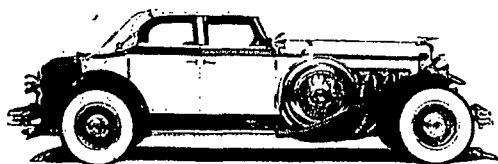
Your NAPA Jobber understands what it takes to do the job right... and he'll prove it to you. He's a well trained technician on virtually every replacement part your body shop will ever need... from suspension systems to cooling systems, from sealed beams to anti-freeze... your NAPA AUTO PARTS store... they've got it all! And on the rare occasion when he doesn't, your NAPA Jobber is your doorway to overnight delivery of more than 100,000 automotive part numbers.

Thousands of NAPA Stores Coast to Coast



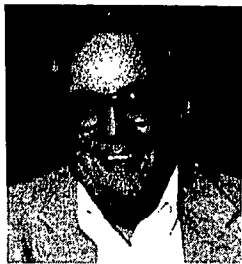
Your nearby NAPA AUTO PARTS store can supply you with whatever parts or paint you need fast... whenever and wherever you need it. NAPA's famous "One Call Does It All" distribution network is never more than a phone call away. That means quality products... and unequalled service. From your NAPA Jobber... The Body Shop Specialist. He's got it all.

We're More Than Paint Specialists...
We're Body Shop Specialists!



Call Your NAPA AUTO PARTS Store... They've Got It All

V·I·E·W·P·O·I·N·T



The Road to Success

by Frank Dial,
Vice President and Division Mgr.
Piedmont Division,
Genuine Parts Company

Customers are important. There's no getting around that fact. No matter what kind of business a person is involved with, without customers he isn't going to have any business at all. A department store may have good merchandise and the right price, but if there are no customers then the merchandise sits on the shelves. A McDonald's may have hamburgers but if no one buys them, it's useless.

Like anything else that gets put together, there are parts of a business which must come together. It's like putting together a car, like building a house, like mixing up a recipe. There are certain components which when fitted together make a thing work. One of those components in a business is knowing where your customers are. Another is knowing a bit of information about them. Information such as, is he buying from you to sell to someone else or is he making a purchase that will strictly be retail?

Take our business for instance — the automotive aftermarket. We know who and where our customers are. They're retail or do-it-yourselfers. They're the traditional customer — the service station, the garage, the repair facility. They're the small fleet owner and the independent trucker. And, in some areas of the country, farmers are our customers as well. Because we serve so many different markets, with so many different needs, it's important to implement, and implement well, programs which enable us to serve each of these markets.

The retail market is one we are reaching with the NAPA Store Design Program (although it seems other customers like it too). We are also reaching them with an emphasis on local newspaper advertising. But we're continuing

to pursue the traditional market with our trade advertising, with our signage, with our support of ASE and with special programs designed exclusively for our traditional customers.

Programs like the AutoCare Program. As you know the AutoCare Program began in 1986 as the AutoCare Team or A.C.T. At that point in time A.C.T. was limited to only a few NAPA manufacturers. Now, it's been expanded and includes many of our manufacturers. It's a bigger program for 1987 and, therefore, it deserved a bigger name.

Now, if you're wondering why, out of all the NAPA programs for traditional customers, the AutoCare Program is the one I'm concentrating on, it's actually very simple. It's because it is one program



The Piedmont Division Jobber Ad Council discusses the AutoCare Program at a recent meeting. Pictured, left to right, are Frank Dial and Pat Jensen, NAPA AUTO PARTS/Motor Specialty Co., Inc. in Charlottesville, VA (served by NAPA Richmond).

which encompasses so much. It encourages the usage of dealer signage. It is an on-going program, not just a limited promotion, and it includes aspects of merchandising, advertising and sales promotion that our dealer customers need us to help them with. It's a service NAPA provides and, as I mentioned earlier, it's an example of that part of a business, that extra ten percent, that will make you as successful as you possibly can be. It's a difference between what our competition is offering the traditional market and what we as NAPA have to offer them. And the beauty of AutoCare is that it can be adapted to your market. It gives you a structure, allows you to bend and still, can help you with your success.

Did you know that there are 280,000 independent dealers in this country (according to *Motor/Age*)? And that by the end of this century that number will be cut practically in half? That's going to mean less repair outlets and we have got

to start planning now to get those remaining dealers as loyal NAPA customers.

In the Piedmont Division we're planning ahead with AutoCare. We have signed up 1,280 traditional customers as AutoCare participants. What's more, those 1,280 are the traditional customers who have the best reputations and are the most successful. I'm not telling you that getting those customers sold on AutoCare was as easy as pie. But it was worth the extra efforts that were made by jobbers, D.C. personnel and others to get that many reputable dealers participating in the program.

The Jobber Advertising and Marketing Council from the Piedmont Division was instrumental in getting our version of the AutoCare Program off the ground. We also met with manufacturers who are a part of AutoCare. In order to best help our traditional customers we needed our manufacturers to be pulling together with us as much as possible.

That philosophy of pulling together worked well. And it, like the program itself, made sense on every level. For the traditional market it meant more exposure to the public, through the advertising and merchandising support our jobbers are assisting with, and therefore, more business. When our traditional customers got more business, it meant more parts and products were needed and that led to more sales for NAPA AUTO PARTS stores. More sales for the stores meant more sales for the manufacturer and so it goes.

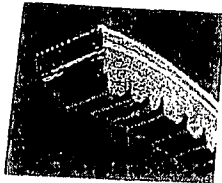
Division-wide we chose a specific time to heavily promote AutoCare dealers. We selected April and because of the nature of the business in our area decided that brakes would be the best product (remember what I said about knowing your customers and your markets). And, we spent March recruiting our best dealers to join the AutoCare Program. With over 1,200 dealers taking part you can bet it was a success for all parties.

We plan on doing another heavy thrust later in the year and we again expect it to be successful. Between the manufacturer offerings, the promotional aspects and your marketplace needs, it's a program which promotes your customers and your business. As I said earlier, it takes that extra effort to assure success. And, we have to make sure we have that effort to move into the future. AutoCare could be the vehicle that gets you there.

TWO BRAND NEW REASONS THE NAPA BRAND IS UNBEATABLE.

NAPA Belts/Hose gives you sales support.
Over 350,000 station and garage owners
will see our ad.

1 NEW PREMIUM XL BELT



Unique new notching system and construction, for quieter, cooler running and longer life.

2 NEW FLEX-FORM HOSE



Unique new spine wire holds the shape you bend — permanently. Gives you more coverage for less investment.

Introducing not one, but *two* brand new state-of-the-art NAPA products.

A brand new hose that lets you duplicate hundreds of molded hoses. And a brand new belt built with the very latest technology for unbeatable performance.

Advanced new products like these are what help *you* sell more, with "All the right parts in all the right places."

NAPA belts/hose®

There's a lot more
happening this July
than just a rise
in the temperature!



July is Import Awareness Month. So, there's no better time to show your customers who has the best import coverage around. You and your NAPA AUTO PARTS store. In fact, you'll be able to demonstrate NAPA's coverage when you pull out a copy of the 1987 Imports Catalog with its over 900 page listing of parts with import applications.

There's also a new magazine ad, new local promotional material and a new in-store banner "Yes, We Have Parts for Imports." And don't forget special promotions from NAPA manufacturers, which you'll be hearing more about in the near future.

This July, your sales are going to soar. You might even say they'll be so hot you won't need that sidewalk to fry your egg on!

Self-serving pumps

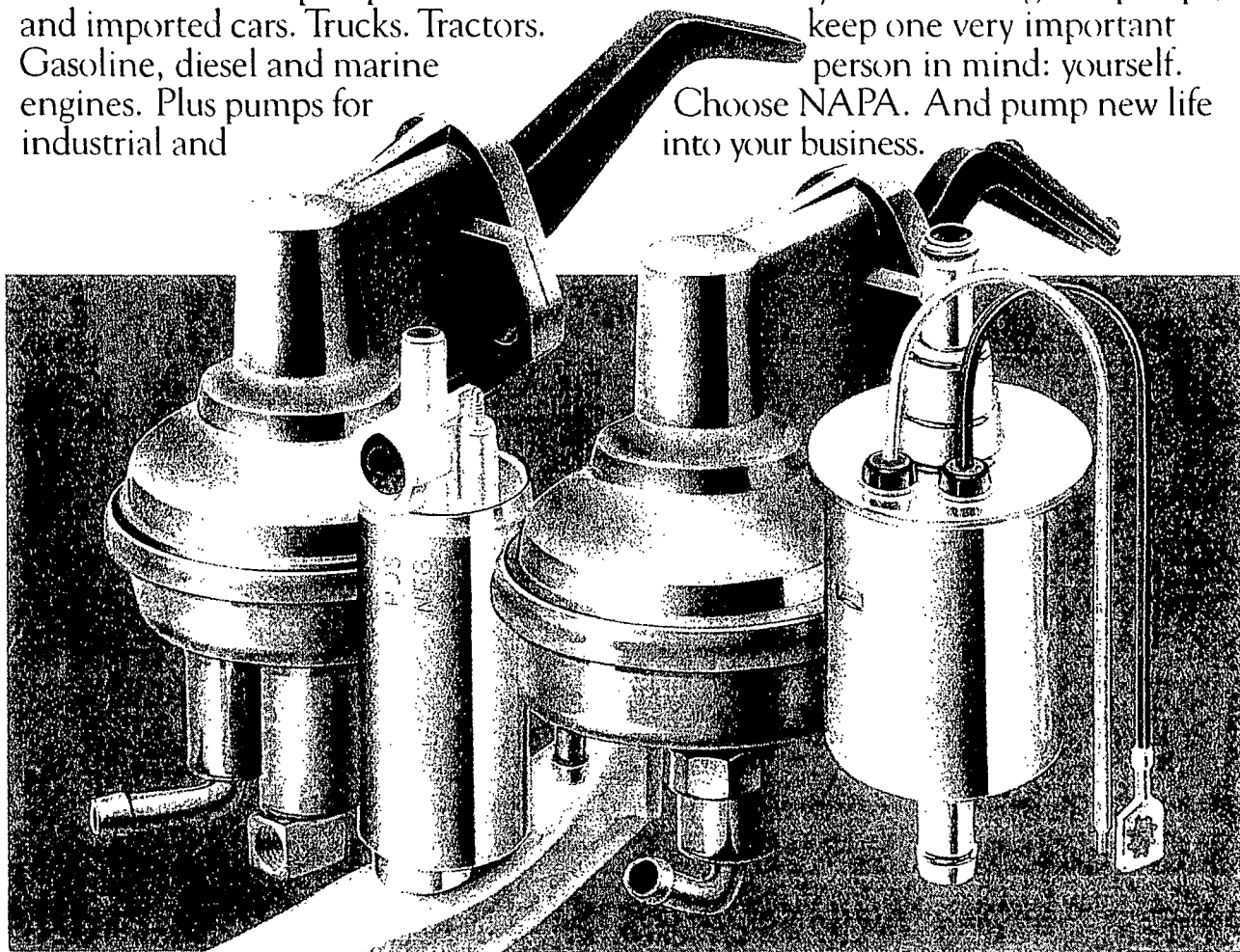
When you sell NAPA fuel pumps, the person who benefits most is you. Because you not only make a tidy profit. You please your customers as well.

By carrying our full line of fuel pumps, you can meet most any demand. We have pumps for domestic and imported cars. Trucks. Tractors. Gasoline, diesel and marine engines. Plus pumps for industrial and

commercial requirements.

Of course, your customers want more than just selection. They want quality, too. And they'll get it with NAPA fuel pumps. They're built tough. And quality checked to make sure they stay tough.

So when you're ordering fuel pumps, keep one very important person in mind: yourself. Choose NAPA. And pump new life into your business.



Fuel
Pumps

All the right parts in
all the right places.

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.

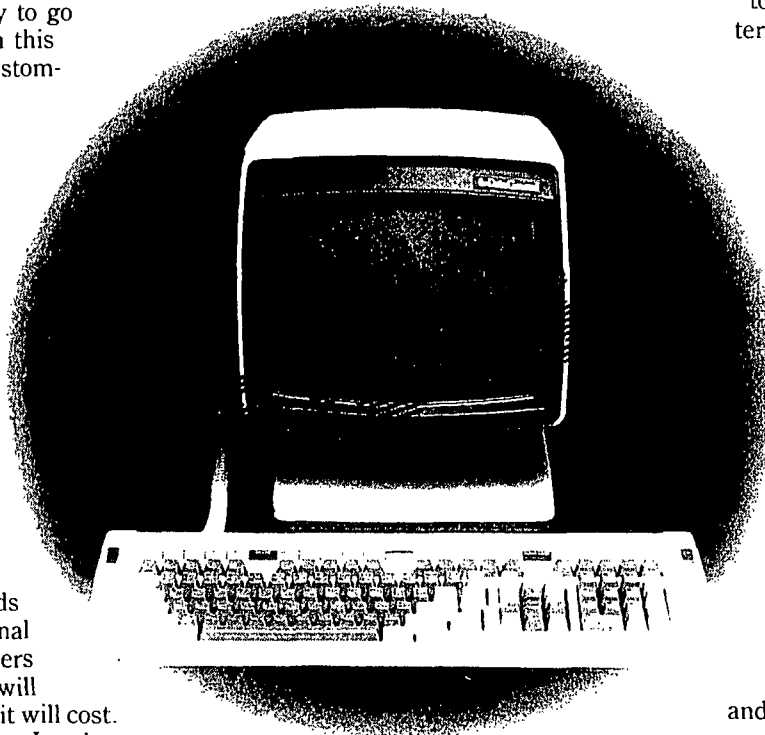
With just those simple actions, your traditional customers can know, in a matter of seconds, whether you have a particular part in stock.

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.

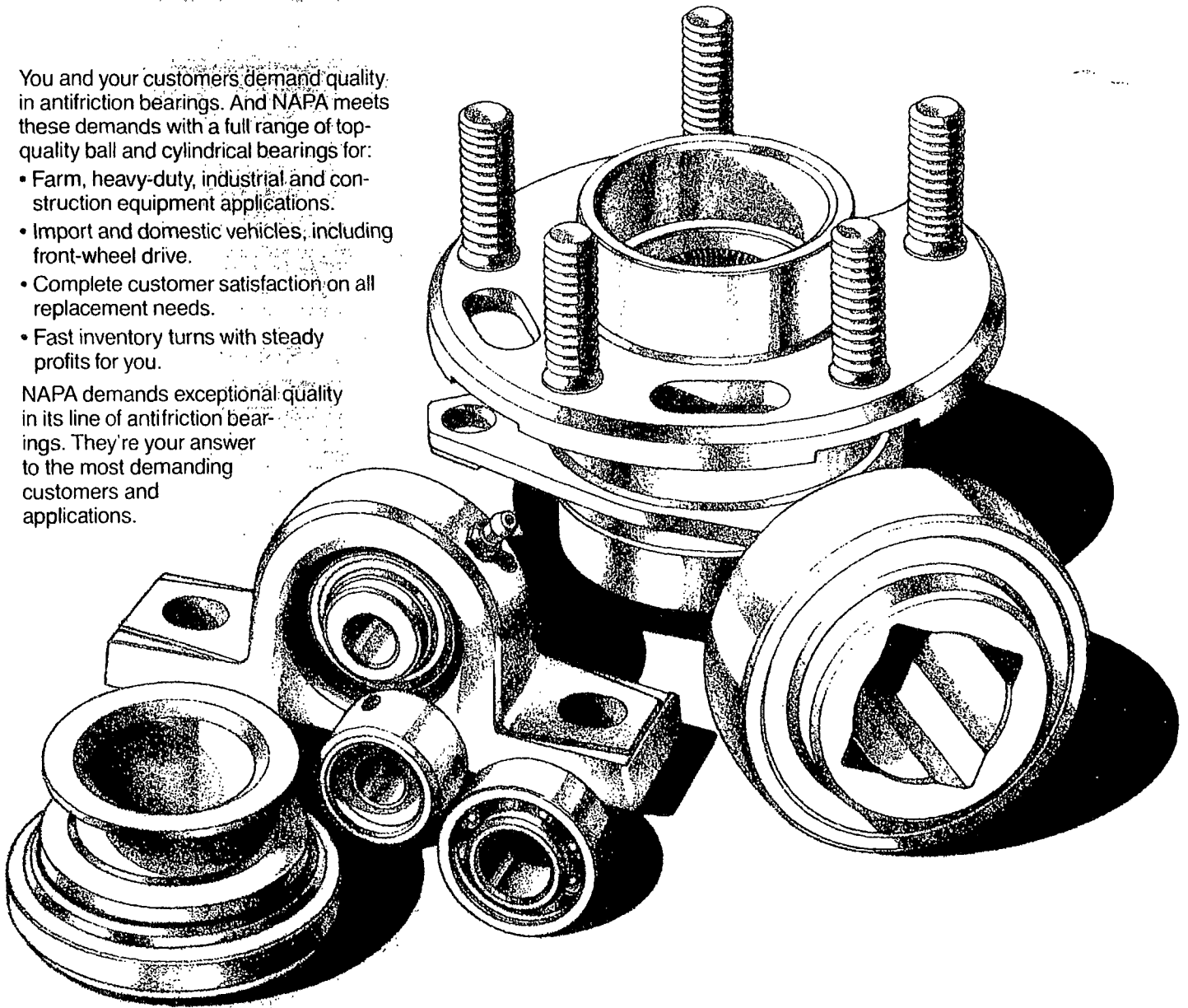
"Our business has increased about 15% from one account who has used the program," said Mooney. As important as the increased sales are, Mooney believes the increase in order activity from that one account and better communications are just as important. "The number of orders we receive from that one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

DEMAND QUALITY

You and your customers demand quality in antifriction bearings. And NAPA meets these demands with a full range of top-quality ball and cylindrical bearings for:

- Farm, heavy-duty, industrial and construction equipment applications.
- Import and domestic vehicles, including front-wheel drive.
- Complete customer satisfaction on all replacement needs.
- Fast inventory turns with steady profits for you.

NAPA demands exceptional quality in its line of antifriction bearings. They're your answer to the most demanding customers and applications.

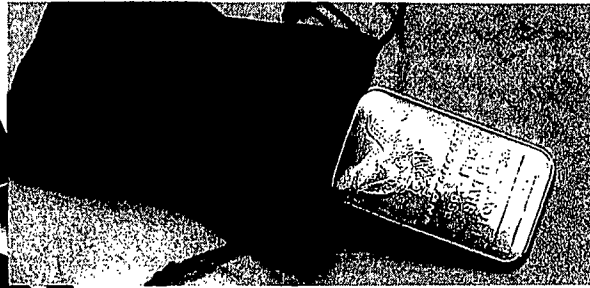


Bearings

Creative

S • E • L • L • I • N • G

The SILVERLINE Mystery Caller Program



There's silver in the hills as well as in the valleys, the plateaus and just about everywhere else you'll find a NAPA AUTO PARTS store. That's because of a program NAPA Belden introduced earlier this year — the SILVERLINE Mystery Caller Program.

The program, which promotes NAPA Belden SILVERLINE wire sets, awards two silver ingots to NAPA store employees who quote SILVERLINE prices to callers asking about wire sets. So far 19 NAPA AUTO PARTS store employees have won the ingots and a certificate of appreciation.

The SILVERLINE Mystery Caller Program is in effect until the end of the year. So give your employees an opportunity to win their own silver ingots — make sure they're quoting SILVERLINE prices the next time your phone rings!

The Clipping Question

In the late 1900's America's cereal czar, C.W. Post, believed that if he could get people to try his new cold cereal for a few weeks they would never go back to cooking oatmeal. So, he placed a certificate, good for a penny off on the next

“...we'll be deluged with 375 billion coupons by 1990.”

purchase, in each box. The result? The sales of Grape Nuts soared.

Today, it's estimated that we'll be deluged with 375 billion coupons by 1990. Or \$1000 worth of coupons for every man, woman and child in America. Judging by these numbers one could conclude that couponing is either the most effective promotional tool or the most over used promotional tool in the marketing community today.

Past surveys tell us that upper income, higher educated shoppers use coupons most frequently and that 96% of America's shoppers say they would use coupons for the brands they like. However, a recent survey (conducted by the Howard Marlboro Group among 5,079 shoppers aged 20-40, residing in upscale neighborhoods) showed that 59% of those surveyed used coupons. Forty-two percent of those coupon users claimed to use coupons at least once a month. But, only 11% of the coupon users claimed to have any brand loyalty as opposed to 85% of the non-users.

Despite the wide spread use of coupons in this country, it is still recommended that distribution be carefully considered. Coupons can be extremely effective when introducing new products, as a part of an overall advertising or promotional plan or as a traffic builder for a new or re-opening of a store. But, their effectiveness as a full time sales builder is questionable.

Using Feature End Caps

Statistics show that 57 percent of purchases come from in-store buying decisions. Impulse buying is influenced by the customer seeing the merchandise. Using end caps effectively will encourage and increase customer impulse buying.

The proper use of end caps includes four ingredients: product placement, use of cross aisle merchandising, P.O.P. signage and frequent changing of displays.

Customers view displays the same way they read from left to right and from top to bottom. The best method for product placement is to display the best items at eye level and the lower priced items towards the bottom of the display.

Cross aisle merchandising is displaying related items on end caps at both sides of the aisle. This method allows

your customers to view related product on either side.

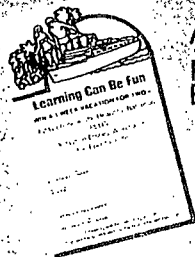
In-store buying decisions are made by customers who are viewing the product. Point-of-purchase (P.O.P.) signs draw the customer's attention toward the product. By using the signage available from the NAPA Store Design Group you can increase your sales.

Your end cap displays should be changed at least every month for maximum effect. If not, customers will walk by without noticing them. You must keep that special image and sales appeal, that end caps can achieve for you, working.

Following the four guidelines listed above will gain you increased customer awareness of your products and lead you to improved sales and profits for your NAPA AUTO PARTS store.

WIN A FREE VACATION FOR 2 4-DAY BAHAMAS CRUISE ^{plus} 3 DAYS AT DISNEY WORLD AND EPCOT CENTER

HERE'S HOW YOU CAN BE THE LUCKY WINNER



At every paid clinic you hold this year—popular A/C clinics or our great new Electrical Control Clinic—each of your dealer customers will be given a "Learning Can Be Fun" entry card.

Make sure every dealer fills the card out completely and returns it to the instructor. At the end of the clinic season, sometime during August, we'll hold the drawing for the names of the lucky winners.

New Electrical Control Clinic covers basic electrical theory, terminology, circuits and control components. The most complete Electrical Control Clinic for air conditioning and heating ever offered.

WHO'S GOING?

An all-expenses-paid trip for two will be given to the lucky dealer and his sponsoring jobber. Every time your dealer enters, you're entered automatically. So the more clinics you hold, the larger the clinics you hold, the better your chances of winning.

WHAT DOES THE TRIP INCLUDE?

Everything. When we say it's an all-expenses-paid trip, that's exactly what we mean.

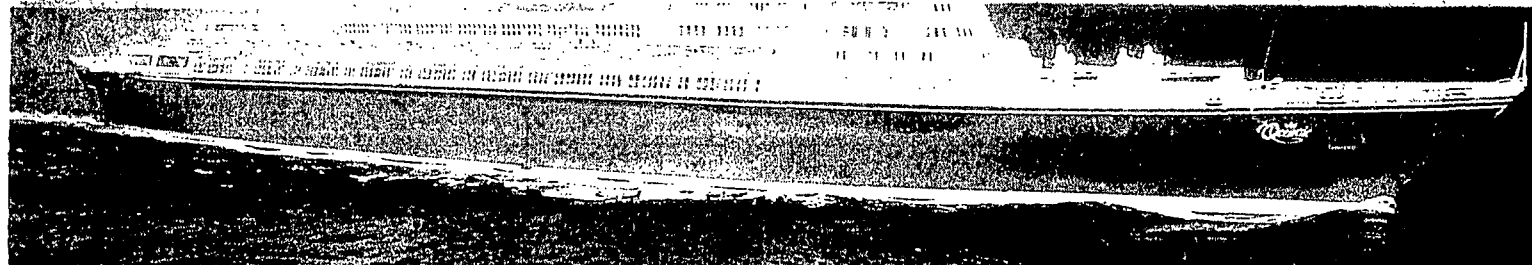
The lucky couples will be flown to Orlando, Florida in early November and sail from Port Canaveral on a 4-day cruise to the Bahamas. Then it's 3 glittering days at Disney World and Epcot Center before the flight home. It could be your most fun-filled week of the year.

So hold those clinics. Contact your local NAPA Temp Representative, or call (301) 771-0380.



Temp Products
Cockeysville, MD 21030

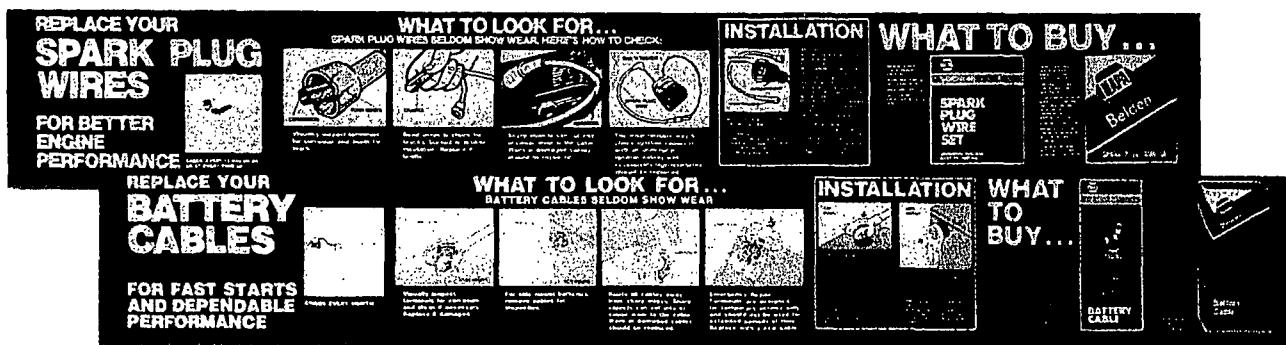
Ships Registry: Panama



Creative

S • E • L • L • I • N • G

Header Cards Introduced



As you already know, one of the main objectives of merchandising is to make purchasing easy for your customers.

Attractive displays not only draw attention to products, they also lead to product inspection and selection. Displays inform your customers of product benefits and any specials you may be holding.

Additionally, by arranging merchandise in a related fashion your displays will increase the sales potential for all products.

This is where NAPA SILVERLINE comes in. With the introduction of NAPA SILVERLINE products and the elements of the NAPA Store Design Program your displays can be more attractive than they have ever been before. And your displays will remind, urge and make it easy for customers to buy.

One of the newest elements of the Pipeline Interior Graphics Program is the Header Card. Designed to fit on top of a gondola, the Header Card tells customers of potential problem areas and how to check those areas. The Header Cards also explain the difference in product benefits between the NAPA brand line and NAPA SILVERLINE. By using the Header Card you again remind, urge and make it easy for customers to buy.

Currently, there are two Header Cards available. One highlights NAPA Belden's wire sets and the other

highlights NAPA Belden's battery cables. These Header Cards may be ordered from your Distribution Center at a cost of \$8.00 (jobber net). NAPA Belden has also developed plan-o-grams to help with setting up your displays which included use of the Header Cards. Contact your NAPA Belden

sales representative in order to receive a plan-o-gram.

In the future, you can expect to see more Header Cards. Products to be highlighted are belts, hose, filters, tools, temp products, gaskets, shocks, mufflers and lighting products.

Something Special

A new merchandising technique we have introduced with the NAPA In-Store Price/Item Sign Kit is the "Manager's Specials." The "Manager's Specials" presents you with an opportunity to customize promotions for your store. Plus, creating "Manager's Specials" can be fun and it's certainly not difficult. Just follow the simple steps listed below.

- 1. Choose** special items to be promoted within your store. These items can be chosen based on price sensitivity, special purchases or seasonality.
- 2. Put together** a flyer giving product identification and listing prices. It is important to show the regular price and the cost of the item during your special. You also need to show how much the customer will be saving by purchasing the item during the promotion. For example, your signage could say List Price — \$25.99; Your Cost — \$18.99; You Save — \$7.00. Keep

in mind however, that if the customer is saving less than a dollar use a percentage figure. For instance, You Save 27%.

- 3. Be prepared** with adequate inventory to back up your promotion.
- 4. Highlight** "Manager's Specials" in your sales area by using the appropriate NAPA in-store signage. Product should be merchandised throughout the store in those areas getting less traffic. But your signage should be visible from your main traffic isle.

- 5. Distribute** flyers.

"Manager's Specials" should be changed at least once a month and a "Manager's Special" should never be offered for more than a two month period.

"Manager's Specials" are a proven way to increase both customer awareness and in-store purchases.

The Fastest Store Fixtures in the Industry

From MEG

Merchandising Equipment Group pioneered a quick-ship warehouse program, tailored to the needs of NAPA stores.

NAPA's response has been tremendous, and MEG has taken the program a step further.

MEG started its quick-ship program with one product line stocked in one centrally located warehouse.

Thanks to NAPA's fantastic acceptance of this new program, MEG has added products and two more warehouses to its quick-ship program.

Now, NAPA stores can get these quality MEG products:

- **Gondola Systems**
- **Wall Systems**
- **Backroom Shelving**

from these strategically located warehouses:

- **South Windsor, CT**
- **Connersville, IN**
- **Los Angeles, CA**

***MEG's Quick-Ship Warehouse Program Just Got Better!
Look to MEG to Set the Standard
for NAPA's Official Store Fixture Program!***

Please call the local NAPA Distribution Center to order.

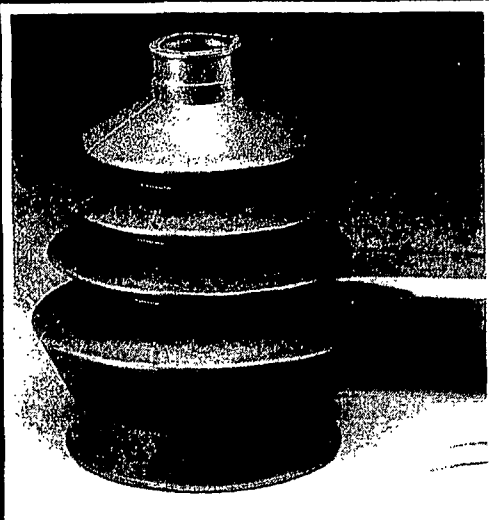
MERCHANDISING EQUIPMENT GROUP

Division of American Desk Manufacturing Co.

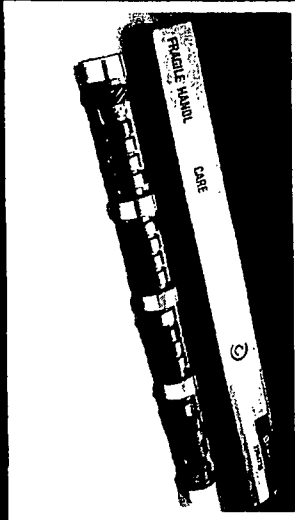
National Sales and Marketing
3025 W. Salt Creek Lane
Arlington Heights, IL 60005
312-398-3338

Customer Service
502 South Green Street
Cambridge City, IN 47327
800-645-3315

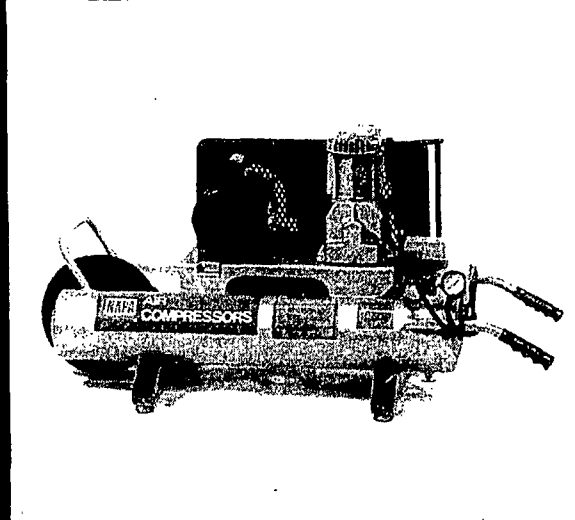
ONE STEP AHEAD



CV SUPERBOOT



CAM KIT



NEW CONTRACTOR COMPRESSOR

CV Superboot Rebate from NAPA U-Joints

NAPA U-Joints is offering a \$5 rebate on the first purchase of a CV Superboot. This rebate offer is good until June 31st.

CV Superboots from NAPA U-Joints are over four times stronger than neoprene or hytrel boots, stay flexible in extreme cold (down to 50° below zero), are more resilient for easier installation, have a better abrasion and tear resistance and seal tighter without leakage. Available for over 80% of the newer vehicles on the road today, the CV Superboot is offered in 11 different part number applications.

To learn more about the CV Superboot and the \$5 rebate from NAPA U-Joints, get in touch with your Distribution Center's Sales Manager or your NAPA U-Joints sales representative.

NAPA Temp Products' Vacation Give-Away

NAPA Temp Products is offering you and one of your traditional customers the chance to win a four day Bahamas cruise and three days at Florida's Disney World in November.

As part of any paid NAPA Temp Products clinic you sponsor between now and the end of August, your traditional customers will have the opportunity to fill out a "Learning Can Be Fun" entry card. When a traditional customer fills this card out and returns it to the clinic instructor, he is eligible for the vacation give-away. In August, when the drawing for the trip is held, if one of your traditional customers is picked as the lucky winner, you and your spouse as

well as the instructor and his spouse, will be able to accompany the traditional customer on his trip.

“...win a four day Bahama cruise and three days at Florida's Disney World...”

You can hold as many NAPA Temp Products clinics as you wish. In fact, the more clinics you hold means more traditional customers will attend and that increases the odds of one of them winning.

So contact your Distribution Center's Sales Manager or your NAPA Temp Products sales representative and ask about the popular A/C clinics or the new Electrical Control clinic. Not only will your traditional customers learn invaluable information about servicing automotive air conditioners, but you and one of them could be spending November in the Bahamas.

MPG-Power Cam Kit Added to NAPA Engine Parts Kit Line

A new camshaft kit, which includes the MPG-Power Cam, is now available from NAPA Engine Parts. This new kit is designed to increase both an engine's power and fuel efficiency.

The MPG-Power Cam increases the low end and mid-range power and torque covers while maintaining stock idle and vacuum levels. Extending lift

and duration for both the intake and exhaust valves, this special performer camshaft also improves volumetric efficiency by limiting the valve overlap to a range of 37° to 51°.

The new MPG-Power Cam kit also includes a high performance timing set that contains a double tooth, heat-treated iron camshaft sprocket, a steel crankshaft sprocket machined with three keyway locations (allows for 0°, +4° or -4° timing) and a heavy-duty true roller chain.

To find out more about NAPA Engine Parts' new MPG-Power Cam kit, contact your Distribution Center's Sales Manager or your NAPA Engine Parts sales representative.

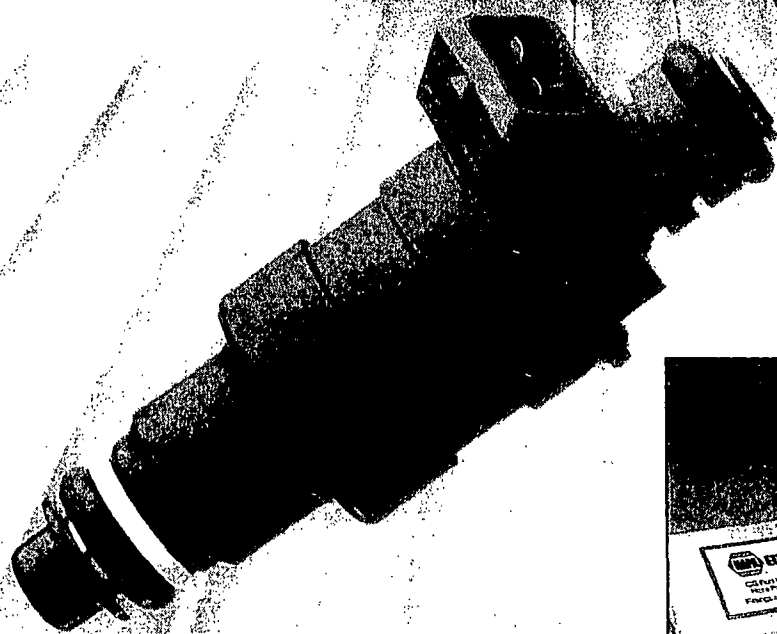
Three New Models Added to NAPA Air Compressors Line

NAPA Air Compressors has three new contractor model air compressors (No. 82-101-PAT, 82-102-PAT and 82-105-PGT) available.

All three models of contractor air compressors are built with a single 10" x 2 3/4" wheel as well as handles that allow for easy transportation and lifting of the units. Designed with a low center of gravity, these new contractor model air compressors are mounted on twin four gallon tanks. And, because of their low center of gravity, these units are virtually impossible to turn or flip over.

NAPA Air Compressors' new models of contract air compressors are ideal for electricians, plumbers and carpenters. For further information on these new units. Contact your Distribution Center's Sales Manager or your NAPA Multi-Line representative.

Introducing the new NAPA Echlin fuel injection parts program... fuel systems leadership now and for the future.



Be ready when carburetors become obsolete. You see it happening all around you. The carburetor is being replaced by electronic fuel injection systems. But you don't have to just stand by while competitors pull ahead in the race for profitable high technology tune-up business.

NAPA Echlin is ready for tomorrow...right now! We have the service, coverage, pricing, and training to put you in the fuel injection business NOW! Let NAPA Echlin be your "single source" for ALL the fuel system repair parts you need...carbureted or injected. Foreign or domestic. Old or new. We've got you covered with new and rebuilt parts built to exacting standards

assuring "like new performance."

NAPA Echlin saves you time and money.

Gone are long waits at parts stores with slow service because of poor inventories. No more standing in line at new car dealerships all over town.

Let NAPA Echlin fuel your profits. Call your NAPA AUTO PARTS store today for all the right parts in all the right places... now and in the future.



All the right parts in all the right places

Engine Systems Parts—Electrical Fuel/Emissions • Branford, CT 06405

Industry Trends

GM Carburetors Die; Replaced by EFI

As one of the most highly regarded automotive innovations, electronically and mechanically controlled fuel injection systems are going to be the dominant type of engine in the future. In fact, General Motors (GM) claims that, by 1990, 100% of their vehicles will operate on electronic fuel injection systems.

That's because a carburetor engine cannot guarantee the type of precision control that a fuel injection system can. There are various forms of fuel injection systems now in use by vehicle manufacturers. The two most common types are the Electronic Fuel Injection (EFI) Port Injection system and the Continuous Fuel Injection (CFI) system.

The EFI system is characterized as an intermittent system. In other words, fuel flows in short spurts as the injectors turn on and off. On the other hand, the CFI system is known as a mechanical system because its basic operation is not electronically controlled.

Regardless of the different characteristics of the EFI and CFI systems, both function in the same general way. Namely, both systems inject finely atomized gasoline into an engine's cylinder intake valves. Injecting fuel in this manner insures that each cylinder's air/fuel ratio will be the same regardless of engine speed.

Motorists whose vehicles are equipped with fuel injection systems can expect improved engine performance along with a decrease in fuel consumption and the ability to meet both the EPA's exhaust emissions regulations and the CAFE requirements.

Fuel injection systems provide a much more efficient method of supplying fuel to an engine. And it's easy to see that in the next ten years carbureted gasoline engines will be a thing of the past.

Editor's Note: Special thanks to Tim Guerra, NAPA Echlin's Marketing Services Manager, for providing this information on fuel injection systems.

EPA Skips Oil

The Environmental Protection Agency (EPA) has officially decided not to list used oil targeted for recycling as a hazardous waste. This should be quite a relief for repair shops, machine shops or service stations who otherwise would have faced strict reporting demands and liability mandates.

According to petroleum industry lobbyists, the EPA's proposed ruling would have led to a significant increase in "midnight dumping" of used oil into drains, sewers and illegal landfills.

Combustion System Burns Clean

Cleaner exhaust combustion without a catalytic converter is a reality, according to a report from the British Motor Industry. That's because a combustion system which leads to clean, fuel efficient engines has been developed by AE, a British specialist engine component manufacturer, and Sonex Research Inc. in Annapolis, MD. These newly developed engines do not need catalytic equipment.

Instead, the new combustion system uses a toroidal piston, located just below the engine's crown, in conjunction with a revised inlet manifold and an air proportioning valve. The developers of this new engine system claim that it will clean up gaseous emissions, suppress detonation and allow for a significant tolerance to low-grade fuels.

GM Makes ETAK Navigation System an '89 Option

General Motors (GM) plans to offer an on-board computer navigation system as an option on 1989 model cars.

The navigation system, called ETAK Navigator, uses an orientation system that consists of motion sensors mounted on a car's front wheels and an electronic compass in the rear window. The computerized portion of the navigator is the size of a shoe box and fits in the car's trunk. A tape drive, which accepts maps recorded on special tapes, can be placed anywhere in the passenger

compartment, but is usually located under the driver's seat. A four-inch television display screen, which continuously displays a map showing the location of the driver's car and the driver's destination, is attached to the front of the vehicle's instrument panel.

The system makes use of moving maps to help drivers find their destinations. As the car moves, the map is updated and re-created on the screen each second.

Restraint and Protection on Lawmakers' Minds

Congress is expected to act on important legislation affecting the entire automotive aftermarket in 1987.

This legislation includes a passive restraint law, in which a tax would be levied on buyers of 1990 model vehicles that don't have passive restraint systems such as air bags. This particular law would also give a tax break to those buyers who purchase vehicles with the passive restraint devices.

Other legislation to be acted on includes the introduction of a law that allows domestic parts manufacturers easier access to, and greater protection for, the design patents of domestic products. In short, this new law, if passed, will help protect domestic manufacturers from counterfeit parts.

British Companies Introduce New Diesel Engine

Two British companies, Perkins Engines and the Austin Rover Group, have unveiled a diesel engine which they say will offer substantially improved fuel economy and performance over existing diesels. And, this new engine may soon be available in U.S. cars.

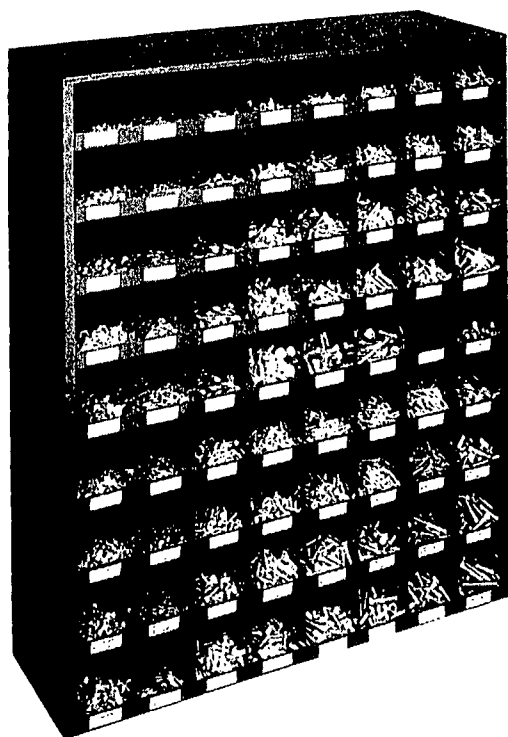
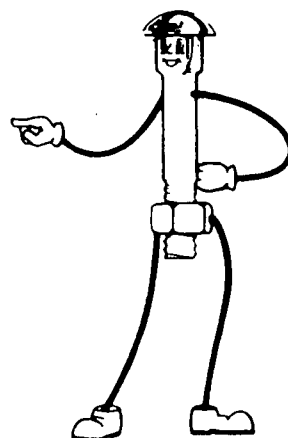
The new diesel engine's design eliminates the need for a combustion pre-chamber, which is used in existing diesels. Instead, air and fuel are injected directly into the combustion chamber. This is the first time this kind of technology has been achieved at engine speeds high enough for car applications.

The developers of this new diesel engine claim that the engine offers 40% better fuel economy than comparably sized gasoline engines. Other benefits claimed by the developers include outstanding durability and driveability similar to gasoline engines.

Rocky says . . .

Help Your Dealers!

Reduce down time and labor cost by their having the right fastener when needed. Offer them Rockford's "BN-72 cabinet with stock AutoCare program."



**All the right parts
in all the right places**

Sturdy Construction

Easy to Read Labels

BN-72 Cabinet with stock

When you order \$200.00 or more of
Rockford Fasteners you are eligible to order
a BN-72 Cabinet at 1/4 the regular Jobber Net Price.
(All orders shipped from your NAPA Distribution Center).

Contact your NAPA Multi-Line District Manager for full details.

Rockford

PACKAGED FASTENER DIVISION
ROCKFORD PRODUCTS CORPORATION, BOX 6306, ROCKFORD, IL 61125-1306



DATELINE NAPA

VOLUME 6 NUMBER 3

ATLANTA, GEORGIA

LIMITED EDITION

NAPA MANUFACTURERS COME UP WINNERS

Fourteen NAPA suppliers joined the NAPA 95% Club during a NAPA reception in Atlanta, GA.

All fourteen NAPA suppliers met above 95% of their order fill rates during 1986. The winners and their average shipping percentage for 1986 are:

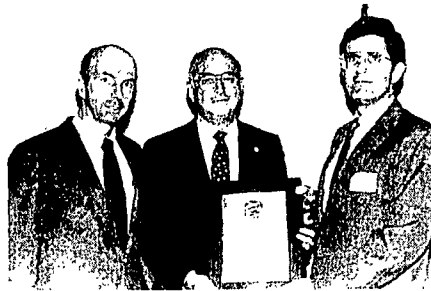
NAPA Mac's/Oil/Valvoline	97.82%
NAPA Exhaust	96.89%
NAPA Rockford	96.71%
NAPA Battery Chargers	96.23%
NAPA Thermostats	96.13%
NAPA Air Compressors	96.06%
NAPA Tapered Roller Bearings	95.91%
NAPA Belts & Hose	95.50%
NAPA Filters	95.22%
Weatherhead	95.14%
NAPA Engine Parts	95.13%
NAPA Batteries/Johnson Controls	95.12%
NAPA Oil Seals	95.11%
NAPA Gaskets	95.07%



Pictured, left to right, are Brad McKenzie, Vice President & General Manager for NAPA Thermostats; Earl Wilson, President — NAPA Thermostats; Robert E. McKenna, NAPA President and Paul Ruest, NAPA Sales Manager — NAPA Thermostats.



Pictured, left to right, are McKenna; Ed McNeal, General Sales Manager — NAPA Chassis Parts Sales; Wayne Waterfield, Vice President & General Manager — Parts Craft; Bill Herring, President of Warehouse Operations — DANA; Steve Wood, Marketing Manager — Parts Craft and Rivers Conley, General Sales Manager — NAPA Engine Parts Sales.



Pictured, left to right, are Bob Harrington, Plant Manager, Portland — NAPA Batteries (Johnson Controls); Sam Jassin, Vice President Sales, National Accounts — NAPA Batteries (Johnson Controls) and McKenna.



Pictured, left to right, are John Olson, Vice President, Sales — NAPA Filters and McKenna.



Pictured, left to right, are Rick Hughett, Vice President, Sales — NAPA/Mac's; James Rocco, President — Mac's and McKenna.



Pictured, left to right, are Dick Erler, Vice President, Sales & Marketing — NAPA Mufflers & Shocks and McKenna.



Pictured, left to right, are Jerry Krisher, General Manager — Service Sales — Bearings — NAPA Tapered Roller Bearings and McKenna.



Pictured, left to right, are Jim McHugh, Rockford Products' National Sales Manager, Automotive and Industrial and McKenna.

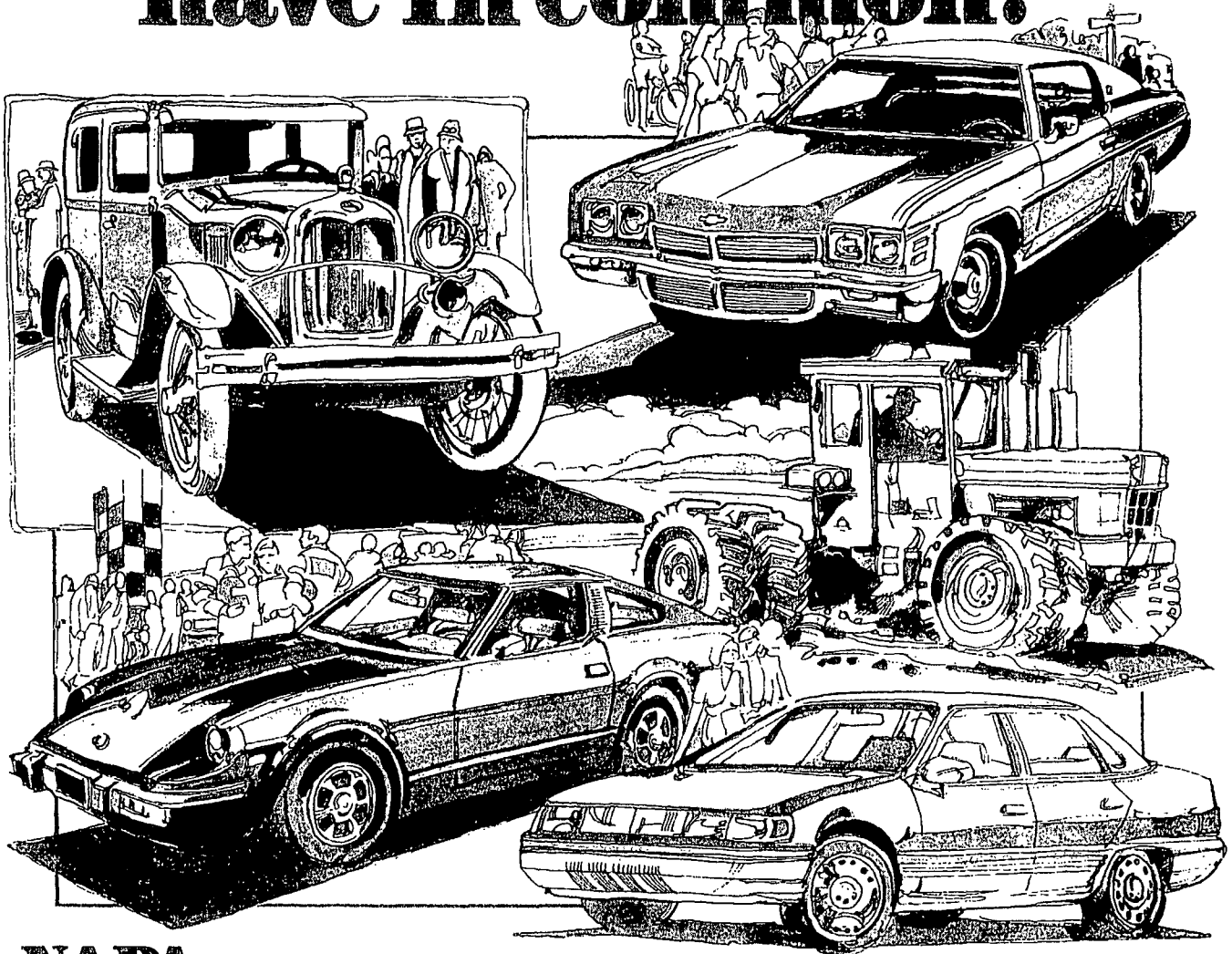


Pictured, left to right, are Bill Stephens, National Sales Manager for NAPA Battery Chargers and McKenna.



Pictured, left to right, are Danny Paulk, General Manager for NAPA Air Compressors; Bruce Brooker, Sales Manager — NAPA Air Compressors and McKenna.

What do these vehicles have in common?



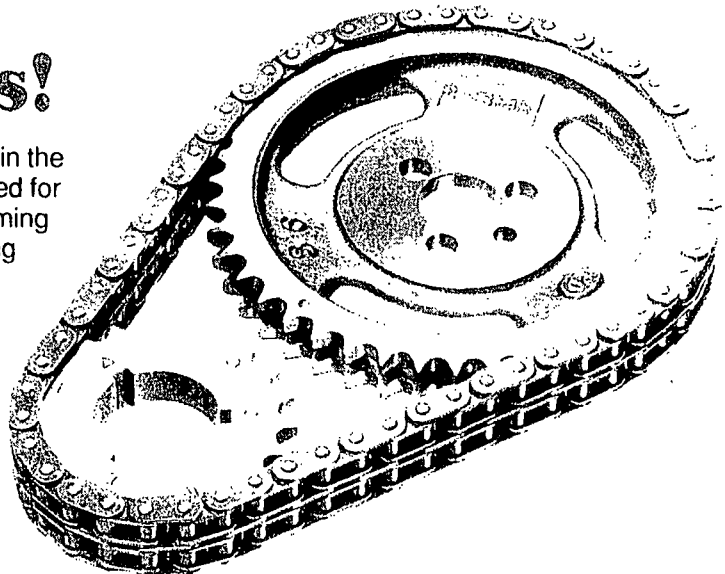
NAPA timing products!

If it's timing...think NAPA. For what was needed in the past... or is in today's vehicles... or will be specified for the future... depend on NAPA to have the best timing available for you. Trust NAPA to meet your timing needs. NAPA...the timing experts.



Timing
Products

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Willoughby, OH 44094
(216) 942-8200



Introducing **NAPA** Gaskets

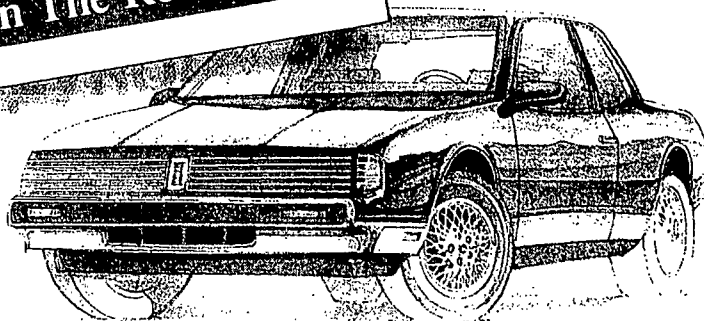
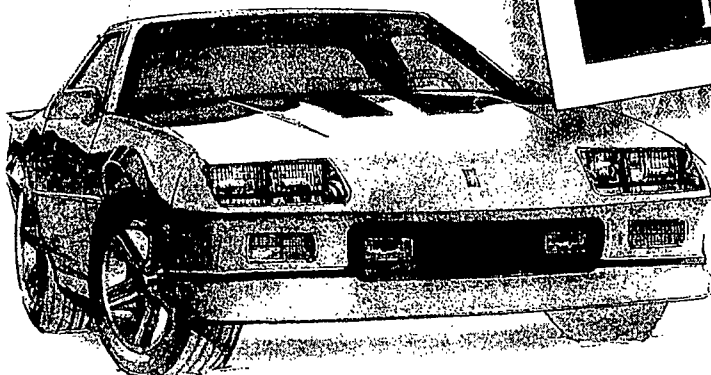
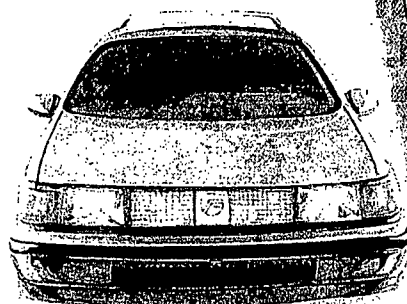
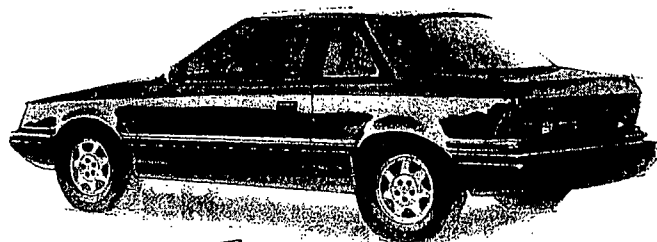
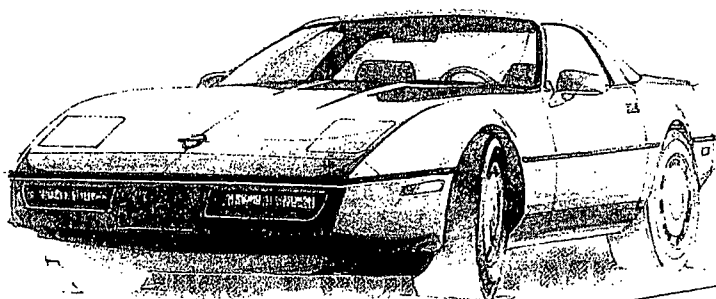
® *We've got you covered for domestics*

The new NAPA Gaskets for domestic cars and light trucks offer the best coverage combined with the best quality in the industry today.

All this coverage and quality backed up by over

75 years of gasket development and manufacturing experience. See your nearest NAPA Auto Parts store for the best in gasket coverage and...

Q • U • A • L • I • T • Y ... down the road.



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Engine Parts Sales

Parts Craft Division

P.O. Box 455 / Toledo, Ohio 43692-0455