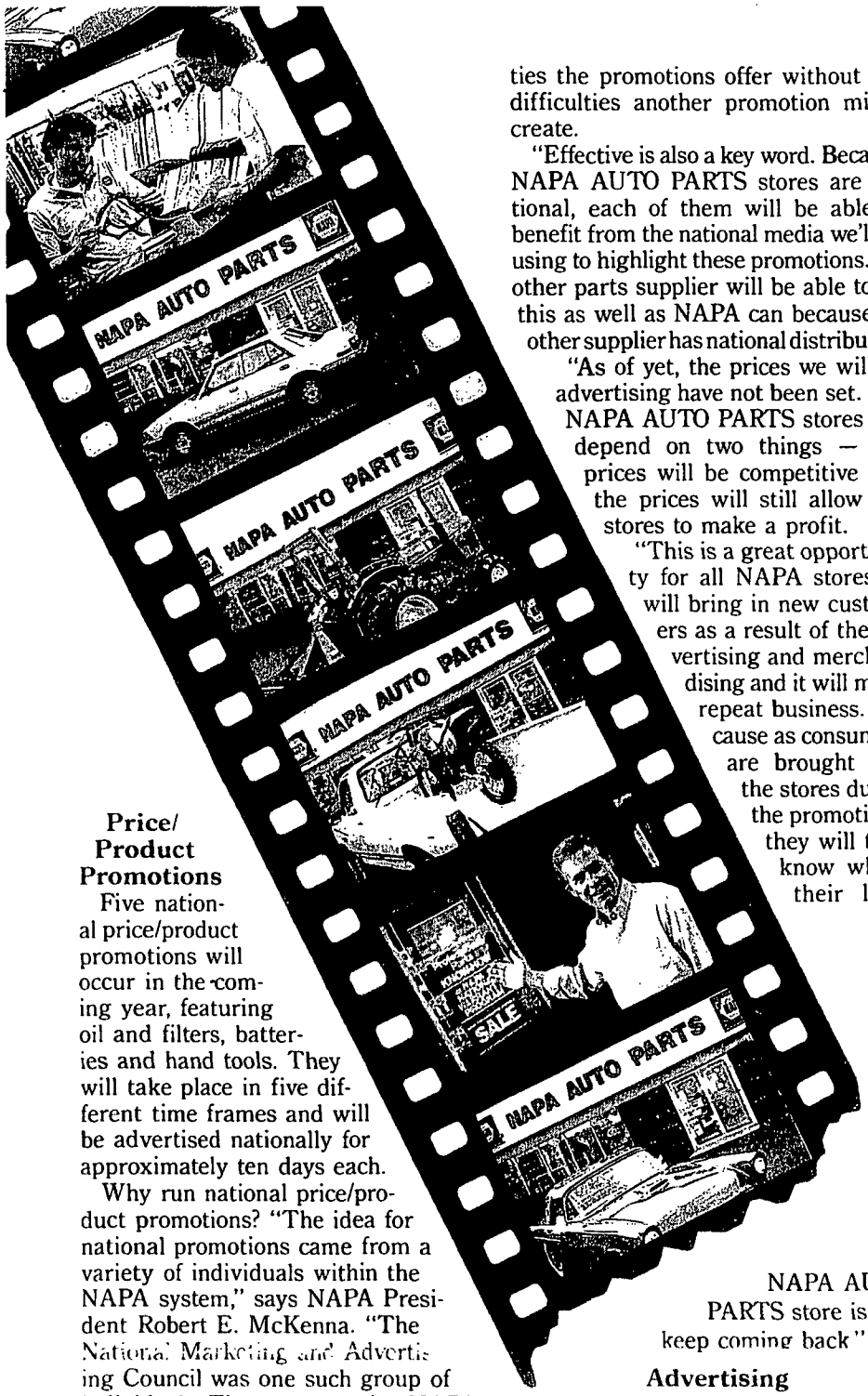


Price/ Product Promotions

Five national price/product promotions will occur in the coming year, featuring oil and filters, batteries and hand tools. They will take place in five different time frames and will be advertised nationally for approximately ten days each.

Why run national price/product promotions? "The idea for national promotions came from a variety of individuals within the NAPA system," says NAPA President Robert E. McKenna. "The National Marketing and Advertising Council was one such group of individuals. They, representing NAPA as a whole, felt that all NAPA stores could benefit from national promotions and the simplest and most effective promotions would be those which featured a selection of parts and products that are fast-moving, no matter where in the country a NAPA AUTO PARTS store is located.

"Simple is a key word. These promotions will be easy for NAPA stores to handle because each promotion is limited to certain parts and to certain times of the year. This way, NAPA stores can take advantage of the sales opportunities the promotions offer without the difficulties another promotion might create.

"Effective is also a key word. Because NAPA AUTO PARTS stores are national, each of them will be able to benefit from the national media we'll be using to highlight these promotions. No other parts supplier will be able to do this as well as NAPA can because no other supplier has national distribution.

"As of yet, the prices we will be advertising have not been set. But NAPA AUTO PARTS stores can depend on two things — the prices will be competitive and the prices will still allow the stores to make a profit.

"This is a great opportunity for all NAPA stores. It will bring in new customers as a result of the advertising and merchandising and it will mean repeat business. Because as consumers are brought into the stores due to the promotions, they will then know where their local NAPA AUTO PARTS store is and keep coming back."

Advertising

New broadcast creative has already been aired on network and cable television and that new creative will continue to be seen throughout 1988.

There are two commercials which promote the NAPA AUTO PARTS store to consumers. The first is the one we call the "Availability" spot and it lives up to its name as it tells viewers that NAPA has parts for almost any vehicle, whether it's an import or a domestic.

The second television commercial is known as the "Cars/Store" spot and it, too, demonstrates just how many parts NAPA offers. This spot also shows the diversity of vehicles for which we have coverage. From pickup trucks to motorcycles and from tractors to vintage cars.

Local radio returns in 1988 and so do the local promotion kits. There are eight kits scheduled and once again, they include everything you'll need to build your own local newspaper campaign.

Bargain Buys

One of the most effective retail promotions, Bargain Buys returns to bring consumers into your NAPA AUTO PARTS store.

There are five Bargain Buys periods — February, Spring Car Care Days Sale, June, Fall Car Care Days Sale and Christmas — and each has its own point-of-purchase (P.O.P.) kits for promotional purposes. Each P.O.P. kit includes



two window signs, eighteen shelf talkers (six pre-printed and twelve blank), a newspaper ad slick and two radio scripts.

In 1988, the suggested resale prices on Bargain Buys items will provide approximately a ten percent gross profit and each promotion is designed for a recommended 10 days sales period.

Changes in the automotive aftermarket. They can be kept up with. Throughout 1988, you've got the programs to reach the retail customer and keep you on the move to beat the competition.

