



LET'S "GO THE NAPA WAY" TOGETHER

**AN OPEN LETTER TO NAPA JOBBERS FROM BOB McKENNA,
NAPA VICE PRESIDENT AND GENERAL MANAGER.**

Once you've had the opportunity to see the NAPA programs and promotions for 1982, I think you'll understand why we selected our 1982 marketing theme — "Go the NAPA Way."

"Go the NAPA Way" means just that. The 1982 marketing program has been developed with the NAPA Jobber in mind, so that you can go forward in traditional NAPA style with a strong, cohesive sales program. NAPA is the only parts distribution system with the experience, knowledge and understanding of your business to offer you the most innovative, comprehensive and sound business strategies and programs for 1982.

NAPA has not become the leader by running with the latest fads or marketing trends. Such "flash in the pan" attitudes won't keep you in business for long. We know that the only way for NAPA to be successful is for you to be successful. Our philosophy will always be to develop meaningful and sound programs that work for you and your business. But this is only part of what "Go the NAPA Way" is all about.

The most important part of producing successful programs for the NAPA Jobber is to listen to your concerns and needs. After all, if we're trying to assist you with your business, we have to know your concerns and needs. We be-

lieve that the "Go the NAPA Way" program brings together answers to the needs of NAPA Jobbers from across the country.

Offering service, quality and availability will always remain the most important factors in getting and keeping customers, but NAPA Jobbers told us there was a need for an added incentive to appeal to the traditional customer. They said they needed a program to keep good customers excited about doing business with them and something to attract new customers in this day of stiff competition for their business.

After looking at all the options, your 1982 NAPA Sales Incentive program was produced to meet these needs. It gives you a way to generate excitement with your traditional customers, offering a real incentive for doing business with you.

The Spring and Fall Car Care Days promotions were developed the same way. NAPA Jobbers sought a way to strengthen the relationship between themselves and their dealer customers; a program that could realize added business for you and your traditional customers. After all, that's the bottom line of selling a promotion to your dealer customers; there has to be something in it for them.

So the NAPA Spring and Fall Car

Care Days promotions were produced, giving you a means to give your dealers the chance to tie into a nationally recognized promotion. It's a promotion that will not just increase your business, but theirs. They have a stake in the program; the more successful it is, the more successful your customers are.

Other NAPA Jobbers expressed a desire to increase their retail trade. So NAPA produced logical offshoots of the NAPA Spring and Fall Car Care Days promotions to enable those jobbers to go after additional retail business — circulars and ad slicks for local promotion, backed by national advertising on network television and in consumer magazines. The Spring and Fall Car Care Days can easily be converted into a strong retail sales program if you so desire.

We are in business for one reason — to serve you. We try to listen to your needs and react accordingly. We feel that the 1982 marketing program, "Go the NAPA Way," is the best we have ever had. We hope you will agree.

All of NAPA is working hard to make 1982 the best sales year in our history. Obviously, the key element of it all is you, the NAPA Jobber. We stand ready to help in any way possible.

Here's to our mutual success. Let's "Go the NAPA Way" together in 1982.

Robert E. McKenna
Vice President and General Manager