

NAPA & MIDAS - A WINNING COMBINATION

A year ago, NAPA began its National Accounts Program with Midas International. What started out as a 19-store test program in Tampa, Florida, in January of 1987 has grown into a nationwide operation that supplies auto parts to over 1,100 Midas locations.

The NAPA-Midas relationship began in early 1986, when management representatives from the two organizations met to discuss the possibility of a National Accounts Program. From the beginning, it looked as if the program would be beneficial to both NAPA and Midas.

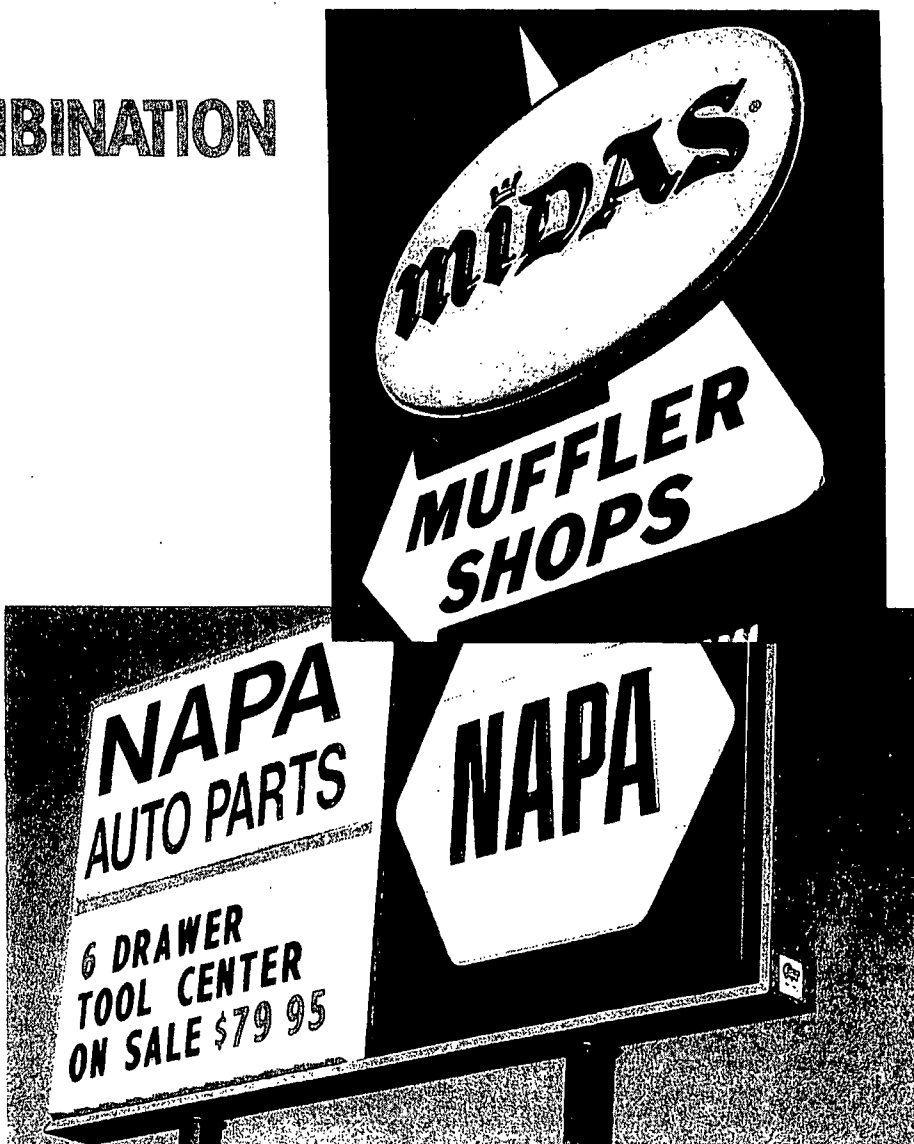
Though Midas has its own distribution system, its various distribution centers do not carry 100% of the automotive replacement parts and products sold by Midas stores. For years individual Midas stores had to find suppliers for those parts that its distribution centers didn't carry. Plain logic told Midas that an integrated system of supply for these parts would take a burden off of their local stores. It was also evident that an established relationship with one outside supplier would prove economical in the long run. And NAPA, with its reputation for high quality products, premium service and the best distribution system in the business, fit their needs exactly.

The National Accounts Program that resulted from that initial test in Tampa has proved successful for both Midas and NAPA. By supplying Midas with the parts they need, when they need them, participating NAPA AUTO PARTS stores have increased their sales and their profits.

Mike Malone, sales manager of Midas locations in Green Bay, Eau Claire and Schoefield, Wisconsin, describes his business philosophy as providing "good quality parts at competitive prices and above all giving our customers the best service we possibly can."

NAPA AUTO PARTS of Schoefield, Wisconsin, services Malone's Schoefield location. And Malone has come to rely on the store because he has learned that they do business under his same philosophy of quality products and first-rate service.

Though starting the program with Midas took extra effort, Jeff Heinz, outside salesperson for the Schoefield NAPA store, emphasized that it was worth it from a profit standpoint. In a year's time he has seen the store's business with Midas jump from \$300-\$400 a month to



\$3000-\$5000 a month. "We've bent over backwards to provide the Midas location with what they need, but we've more than made up for our efforts with volume and profits," he explained.

To help smooth the transition for Midas, Heinz has scheduled technical clinics, and he often brings local NAPA factory representatives to the Midas outlet to make sure the reps are familiar with developments and product information.

Ed Becher of NAPA AUTO PARTS in Rochester, Minnesota, acknowledges that supplying Midas usually requires a store to increase its inventory, but "we realized that if we've got the inventory on hand, Midas is going to buy it." Becher's store also added delivery drivers and counterpeople to ensure that Midas and the rest of their dealer customers received needed parts quickly. As with the increased inventory, this extra effort has paid off in sales and profits.

Describing his store's relationship with Midas, Lucky Wells, manager of NAPA

AUTO PARTS in North Olmstead, Ohio, echoes the enthusiasm of Heinz and Becher. "Midas calls us first because of our prompt delivery service and the availability of hard-to-find parts through our NAPA Distribution Center."

The future looks bright for NAPA's National Accounts Program with Midas International. Midas has begun an aggressive front end and suspension advertising program that will increase chassis and suspension work substantially. And NAPA is committed to providing the parts and service Midas needs. Only a year old, NAPA's program with Midas is already running strong and getting stronger.

If you are interested in receiving information on how to participate in the National Accounts Program with Midas, contact Alan Rideout, national accounts manager, NAPA Headquarters, at 404-956-2200.