

NEW FOR 1986

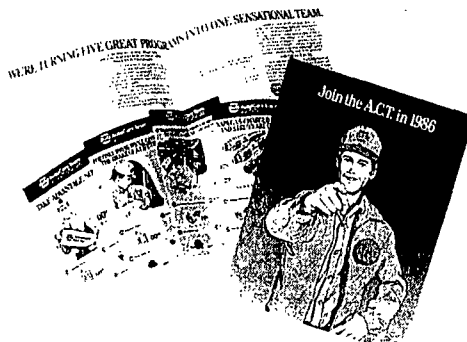
NAPA AUTO CARE TEAM WILL STRENGTHEN YOUR POSITION IN THE AFTERMARKET

There's a new kid on the block this year. A new kid that will help NAPA Jobbers and their dealer customers strengthen their position in the automotive aftermarket.

Who is this new kid? He's the NAPA AutoCare Team (A.C.T.) and he is made up from five groups — NAPA Brakes, NAPA Chassis, NAPA Mufflers, NAPA Shocks and the NAPA Real Tune-Up group — formed by certain NAPA manufacturers. These NAPA manufacturers have, for years, been offering outstanding individual marketing programs, but this year they felt that something different was needed to let consumers know that a NAPA dealer is the place to go in order to get quality NAPA parts and service.

Each of the groups making up A.C.T. are united by their strong consumer warranties and promotions. A.C.T. will offer jobbers and their dealer customers an all-inclusive (umbrella) program that will assist in building a stronger business base than ever before.

The warranties offered by the AutoCare Team are its strengths to help dealers.



These warranties include:

- A limited lifetime warranty on premium disc pads and brake shoes from NAPA Brakes.
- A limited lifetime guarantee on mufflers from NAPA Mufflers.
- A lifetime warranty on NAPA gas-charged shocks and struts from NAPA Shocks.
- A six-month or 6,000 mile warranty on Echlin ignition parts from the NAPA Real Tune-Up group.
- A limited lifetime warranty on all steering suspension parts, including Vari-Load

Coil Springs, from NAPA Chassis Parts.

- A limited lifetime warranty on Belden wire sets from the NAPA Real Tune-Up group.

What will make A.C.T. work for the NAPA Jobber and dealer? Related newspaper advertising. The members of the AutoCare Team have developed newspaper ads which have a common look to them. In fact, the ads give A.C.T. the flexibility to advertise other members of the team even while they're featuring a special promotion of one particular manufacturing group.

Now jobbers can develop a total advertising campaign for dealers that is much more than a one-shot newspaper ad. They can, with the help of the NAPA AutoCare Team, now plan a program of regularly scheduled newspaper ads to run over a number of weeks or months.

Take a good look at this new kid on the block — the NAPA AutoCare Team. It's a team that will make everyone take notice because it's going to be one of the biggest, most successful programs the aftermarket has ever seen!

REAL DEALS CAN EXPAND TOOL & EQUIPMENT SALES



A proven success, NAPA's Real Deals Program will once again allow NAPA Jobbers, in 1986, to offer a wide variety of specially priced tools and equipment to dealer, fleet, farm and industrial/institutional customers.

The 1986 Real Deals Program will take place during three 60-day promotion periods throughout the year: March-April, June-July and September-October. During each promotion period a Real Deals tabloid, containing eight pages of specially priced tools and equipment, will be on hand for jobbers to use as an enterprising and powerful sales tool.

When a NAPA Jobber signs up for the Real Deals Program, he'll automatically get three tabloid promotions over a one year period. Also, jobbers will once again have the choice of two participation options — Plan "A" and Plan "B".

Plan "A" allows a jobber to handle distribution of the tabloids to their customers themselves. For each promotion participating jobbers receive 135 tabloids and 100

customer order forms. Additional tabloids and order forms will be available in multiples of 100. In addition to the tabloids, jobbers will also receive a special P.O.P. kit and special Real Deals price tags and pocket protectors.

Under Plan "B", the jobber provides a mailing list of his customers and prospects to Michael Flora, Inc. The tabloids are then distributed for him via first class mail. This plan also provides jobbers with a special P.O.P. kit and special Real Deals price tags and pocket protectors.

No matter which plan a jobber chooses, costs for participating in the Real Deals program are extremely reasonable. As an added incentive, jobber participation costs also qualify for co-op funds through NAPA's National Advertising Program.

Sales of tools and equipment are a substantial, and profitable, part of a jobber potential business market. So join the Real Deals Program today and make use of every opportunity available to boost your sales!

NAPA NEWS

As you are well aware of, today's complex automobiles demand increasingly high levels of automotive knowledge and repair skills. In fact, at the rate things are changing it's becoming truly difficult for most service technicians and do-it-yourselfers to keep up on their own.

One of the most useful tools available to communicate information to service technicians and do-it-yourselfers is *NAPA News*. *NAPA News* contains a wide range of service tips, product information and new product announcements as well as many more items of information that service technicians and D-I-Y's will find both interesting and valuable.

A bargain at \$39 a year, *NAPA News* will be published three times in 1986 and with each order you will receive 100 copies per issue. This is an excellent investment for a practical and effective communications

NEWSPAPER FOR DEALERS AND DO-IT-YOURSELFERS

tool.

NAPA News can be useful in a number of ways:

1. It can be used as a reinforcement of NAPA's 1986 programs and promotions and D-I-Y customers.
2. It can be used as part of your sales program when talking to potential dealer accounts.
3. You can give it to your customers as a reminder that you appreciate their business.
4. It can be used to show your interest in and sales commitment to potential D-I-Y customers.

So subscribe to *NAPA News*. It can make a difference in communicating with your dealer and D-I-Y customers. Contact your Distribution Center's Sales Manager and make sure you're signed up for the 1986 *NAPA News*!