

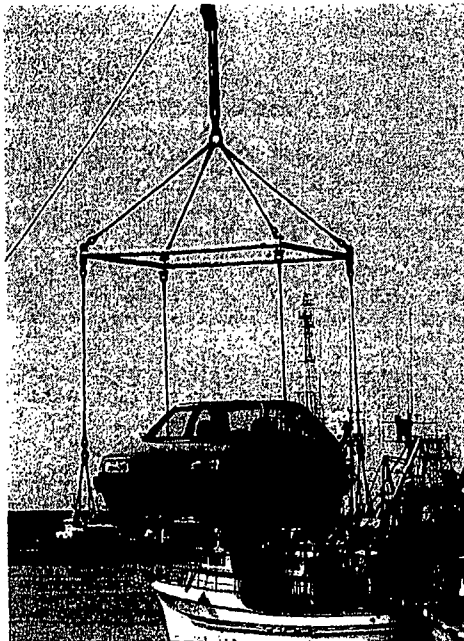
Imports Take Center Stage in '88

NAPA's parts for imports coverage. We're ready to tell the world about it in 1988. While our parts for imports coverage isn't new, the more concentrated effort to let consumers know about it is.

To get this message across to consumers, NAPA has created a special imports national television spot, expanded the Imports Awareness promotional period and received a commitment from manufacturers for increased support.

Directed to both DIY'ers and service consumers, the imports television spot tells customers that NAPA has parts for imports. In fact, there are over 100,000 application parts for 32 import makes and 464 models. The imports television spot will be aired throughout the year on select sporting events and other programs.

In addition to the imports television spot, there will also be an imports oriented national network radio ad in 1988. To be aired during sports events, such as Major League Baseball, the im-



ports national network radio ad takes a humorous approach to explaining NAPA's imports coverage.

Another way to focus attention on, and let consumers know about, NAPA's parts for imports coverage in 1988 is

with an expanded Imports Awareness promotional period. Because of the success of the 1987 July promotion, both June and July will be designated as Imports Awareness months in 1988. That means you'll have eight full weeks to take advantage of manufacturer promotions and specials as well as any promotions you may create to let American motorists know your NAPA AUTO PARTS store has parts for imports.

Tying in with the expanded Imports Awareness promotional period and the overall effort to inform consumers about NAPA's parts for imports coverage is increased manufacturer support. A number of NAPA manufacturers, including Echlin, NAPA Belts & Hose, NAPA Mufflers & Shocks and NAPA Thermostats, have committed themselves to year round promotions and support materials geared to increasing your sales of parts for imports.

Without a doubt, NAPA has the finest parts for imports coverage available in the aftermarket, coverage that will go a long way to increasing your sales in 1988.

Get Your Fair Share With Co-op

NAPA's Co-op Programs — 100% Co-op, Super Co-op and manufacturer co-op — will let participating NAPA AUTO PARTS stores get the most out of their 1988 advertising dollars. Co-op funds are available to any NAPA AUTO PARTS store which participates in the 1988 National Advertising Program. And, to help you get back your reimbursable advertising dollars in 1988, one claims form can be used for all of the co-op programs.

With NAPA's 100% Co-op Program, participating NAPA AUTO PARTS stores can receive up to 70% of their qualifying expenses — up to the total funds they have available for the year. Basic types of advertising, such as ads in subscription newspapers with a verifiable circulation, radio or television advertising on FCC-licensed stations, circulars, flyers or tabloids, including Real Deals, and official NAPA gold and blue hats, are eligible for reimbursement under this program.

The NAPA Super Co-op Program

enables participating NAPA AUTO PARTS stores to receive up to 50% of their total contribution to the NAPA National Advertising Program. To receive Super Co-op funds, your advertising efforts must consist of promotional price/product ads that will appear in subscription newspapers with a verifiable circulation, on FCC-licensed radio or television stations or in circulars, flyers or tabloids. Remember, only nationally designated NAPA brand product line advertising is eligible for Super Co-op fund reimbursement.

In addition to the 100% Co-op and Super Co-op Programs, there is another way participating NAPA AUTO PARTS stores can receive co-op funds — through manufacturer co-op programs.

In 1988, several NAPA manufacturers, such as NAPA Batteries, NAPA Filters and Balkamp will have co-op programs. Manufacturer co-op funds are based on a percentage of

D.C. purchases during the previous year and funds are then allocated to individual stores. Bear in mind, though, that manufacturer co-op funds will only pay for a portion of an ad — the portion where the individual manufacturer's product is featured. The advertising media which is eligible for manufacturer co-op reimbursement is the same as those under the Super Co-op Program.

NAPA's Co-op Programs are available to help you achieve maximum use of your local advertising dollars. Further details about the specific programs can be obtained from your Distribution Center's Sales Manager. However, do keep in mind that co-op advertising must be done between January 1 and December 31, 1988. Also, any print advertising must prominently feature the NAPA logo and only NAPA brand products while any radio or television ads must use the word "NAPA" in the copy and feature NAPA brand products.