

NAPA

Outlook

VOL. 21, NO. 8

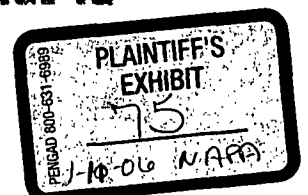
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INVEST IN YOUR FUTURE ... PAGE 12

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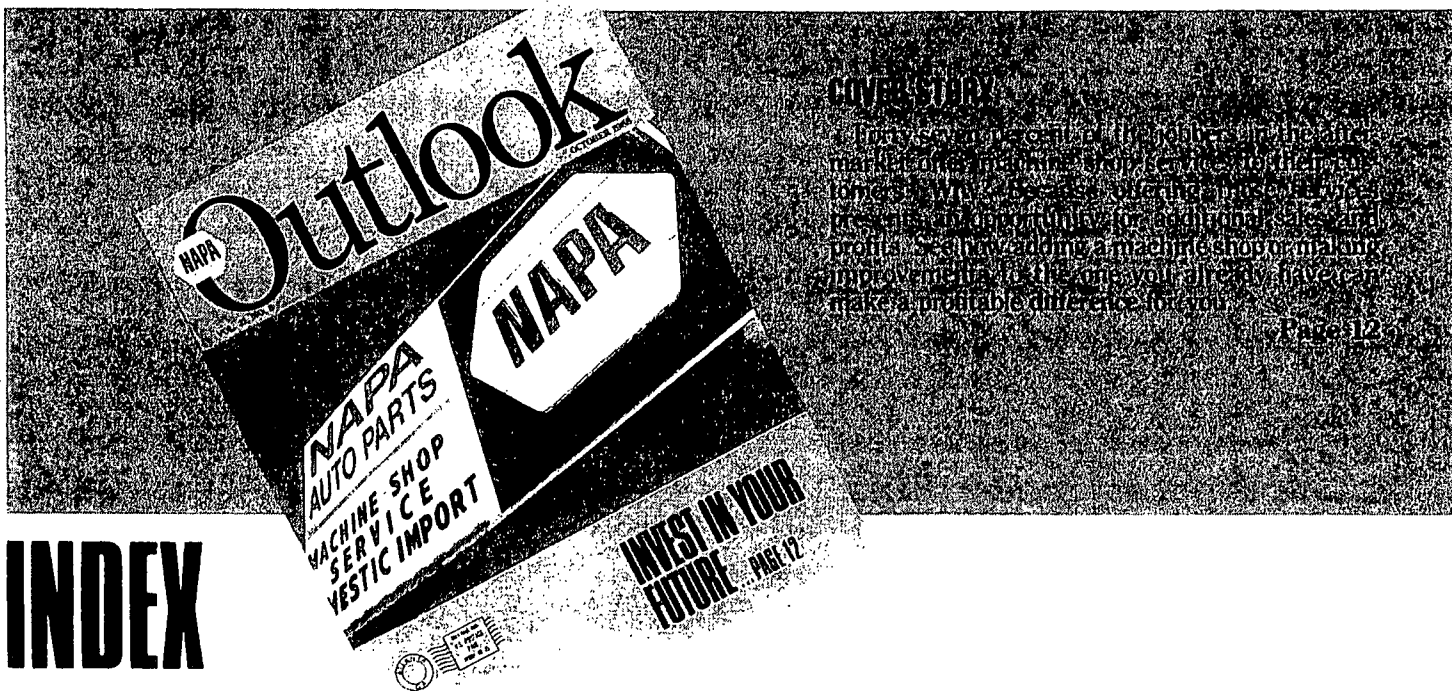
Come Join The Profit Parade.

Get in step for a parade of savings with NAPA/Mac's. We've drummed up Marketing Conference specials you won't believe on our most popular Valvoline, NAPA Oil and Mac's retail and backshop part numbers. We're not just blowing our own horn. See for yourself. March

straight to the NAPA/Mac's booth at the NAPA Marketing Conference for details on how you can join the bandwagon.



Mac's
Division of Ashland Oil, Inc.
Lexington, Kentucky 40502



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NAPA TO THE RESCUE

When disaster struck two NAPA AUTO PARTS stores, the owners were faced with temporary shut downs and the lengthy task of reopening. But fortunately, the NAPA system was able to work together to put those stores back on their feet in record time. Meet the two NAPA AUTO PARTS store owners and read their story.

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Whether it's right or whether it's wrong, customers do make assumptions about your NAPA AUTO PARTS store. And those assumptions are usually based on the appearance and attitude of your employees. In the first part of a series on how to make a favorable impression upon customers, *Outlook* looks at how your store personnel can make a difference.

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1989 BUSINESS CONFERENCE

The National Business Conference. It's taking place, for the first time in two years, next spring and NAPA is extending a special invitation for you to attend. Find out the exact details on where and when the 1989 National Business Conference will occur.

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Chlorofluorocarbons, better known as CFCs, are man-made pollutants which have been proven to damage the ozone layer. CFCs are also a major ingredient in air conditioning and refrigeration systems. Now, production of CFCs has been frozen according to the terms of an agreement signed by 24 countries, including the United States, and a new breed of CFCs has to be developed. The effect of this freeze is going to be felt by NAPA AUTO PARTS stores.

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ENTER SUPER BOWL

You could be in Miami this January 22, attending Super Bowl XXIII, as the Grand Prize winner in the NAPA/CBS Radio Sports Super Bowl Contest. Other winners will receive gifts including headsets, sunglasses and stadium blankets. Information on how to enter the contest as well as the facts about a discount on truck toppers are all contained in this issue's edition of Creative Selling.

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NAPA OUTLOOK

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NAPA OWNERS SPEAK OUT ABOUT THE MARTIN-SENOUR DIFFERENCE

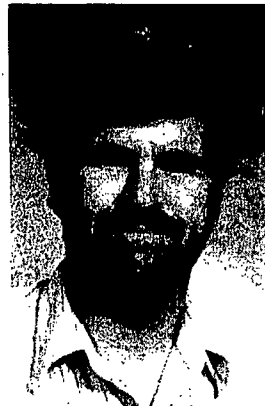
"What makes Martin-Senour tops with us? It's the only line with a complete selection of quality paints, abrasives, tapes and adhesives under one label. So, we provide everything a customer needs to do a complete refinishing job. We also appreciate Martin-Senour support. We've sent our counter people, as well as some of our body shop customers, to the Martin-Senour Training Center. And, Martin-Senour is always ready to hold a clinic when we need it. The Martin-Senour Difference? We wouldn't be without it!"

Herage Bodin
Pope's for Parts
Opelousas, LA



"Martin-Senour has an exciting difference in automotive refinishing—the Tec/BASE System. Its ease of application and excellent color match can't be beat. Customers say spot and panel repairs have never been easier. Our Martin-Senour sales have almost doubled in the last two years, due mainly to our outside sales, good factory representation and technical assistance. Customers know we stand behind Martin-Senour products; that's why they keep coming back. And, we make more money because of our excellent gross profits from the Martin-Senour line."

John Johnson
NAPA Auto Supply
Longview, TX



"One thing's obvious...the paint market is changing fast. That's why I rely on Martin-Senour refinishing systems; they're way ahead of my competition. When I recommend a Martin-Senour product, I'm confident a painter will find it superior and able to meet his needs. How well we do in paint is mostly up to us. All it takes is knowledge about Martin-Senour products and a commitment to the line. My advice to other stores? Take advantage of the Martin-Senour Difference and the pleasures that come with success!"

Tommy Hargis, Jr.
Peters Auto Parts Inc.
Petersburg, VA



"In October, Martin-Senour became our number one line. This product moves so well that paint sales have increased by over 50%. Much of our success comes from the support we get from our Martin-Senour Representative and training received at the Martin-Senour Training Center. Every employee who's been here six months or more has attended at least one Training Center session. Our excellent sales are due in large part to the complete program offered by Martin-Senour."

Gary Iromer
Bremer Auto Parts
Lompoc, CA

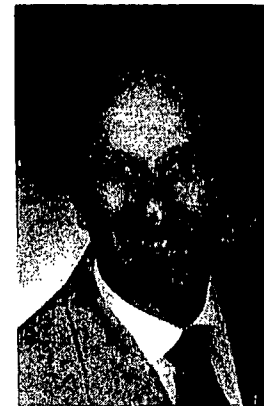


"We've been a family-owned NAPA jobber for twenty-nine years. Over the past two years, we've made many positive changes in our business. The most recent was replacing a competitive line of paint with Martin-Senour."

The result has been a steady increase in sales and profits. It's also very helpful having a knowledgeable Martin-Senour representative available to make calls for new business, solve refinishing problems, and conduct professional refinishing clinics.

The availability of a quality product line at a competitive price and complete obsolescence protection make it a pleasure to sell Martin-Senour products."

Betty S. McGowan
Augusta Auto Parts, Inc.
Waynesboro, VA



"We agree with NAPA: diversity is a key to success. We find that paint and paint supplies go hand-in-hand with our parts, equipment and machine shop. Nearly every customer we serve uses paint and ATA. This not only includes body shops, but farm, industry, auto repair shops and car dealers. No wonder Martin-Senour is the number one line in all three of our stores."

Bob Orr
Automotive Parts & More
North Platte, NE

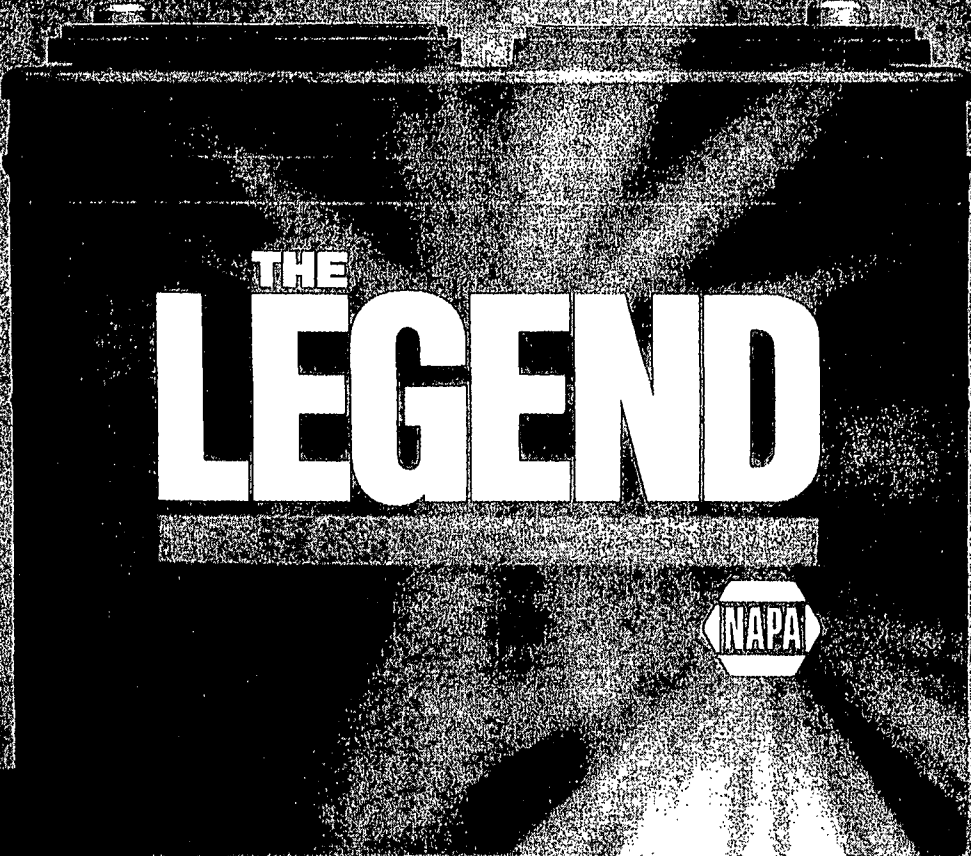
FOR THE MARTIN-SENOUR DIFFERENCE TO WORK
FOR YOU AND YOUR PROFITS TOO



The Martin-Senour Company

10000 Highway 100, P.O. Box 10000, Dallas, TX 75210

FINALLY, A BETTER BATTERY.



THE
LEGEND



Introducing The LEGEND™ from NAPA... created to be the battery of the future... created to boost your sales right now.

The LEGEND is better in reserve power. Better with a 75-month warranty. Better in durability with its unique Ancor-Lok™ construction. And better to install since it comes with its own handle (most sizes).

What's more, The LEGEND is being backed by the most aggressive battery sales promotion program ever developed.

- Starting in July, you can expect national network TV, and national magazine advertising.
- Plus a special \$10 rebate program available at stores and dealers from July 15th through August 15th, and during

the month of October. All supported with heavy advertising on network TV and national magazines.

- Dealers can take advantage of the "Legendary Reward" Incentive Program including free trips to the Super Bowl.
- Plus you can get escalating discounts on LEGEND purchases allowing you to extend additional savings to your dealers.

Make sure you're part of this better battery program. It will lead to better sales and profits.

And a better future for all.

The LEGEND... a better battery.



**All the right parts in
all the right places.®**

Manufactured for NAPA Distribution Centers by Exide Corporation.

PROTOCOL TO PROTECT OZONE

Nobody believed Chicken Little when he screamed the sky was falling. But as scientific data trickles in on the damage done to the ozone layer by man-made pollutants—namely chlorofluorocarbons (CFCs)—it appears the fabled worrywart may have hit on something.

For years, environmentalists have warned that CFCs (widely used in air conditioning, refrigeration, the manufacture of a wide variety of foam products and as solvents) are diluting the protective ozone layer that shields the Earth from ultra-violet radiation. A thinning of the ozone layer is thought likely to lead to more skin cancer, crop and other plant damage and serious climatic changes.

The warning hasn't fallen on deaf ears. In the mid-'70s, the United States and other countries banned aerosol sprays that were propelled by CFCs. Now, concern about the ozone has rallied international support for limits on CFCs. A

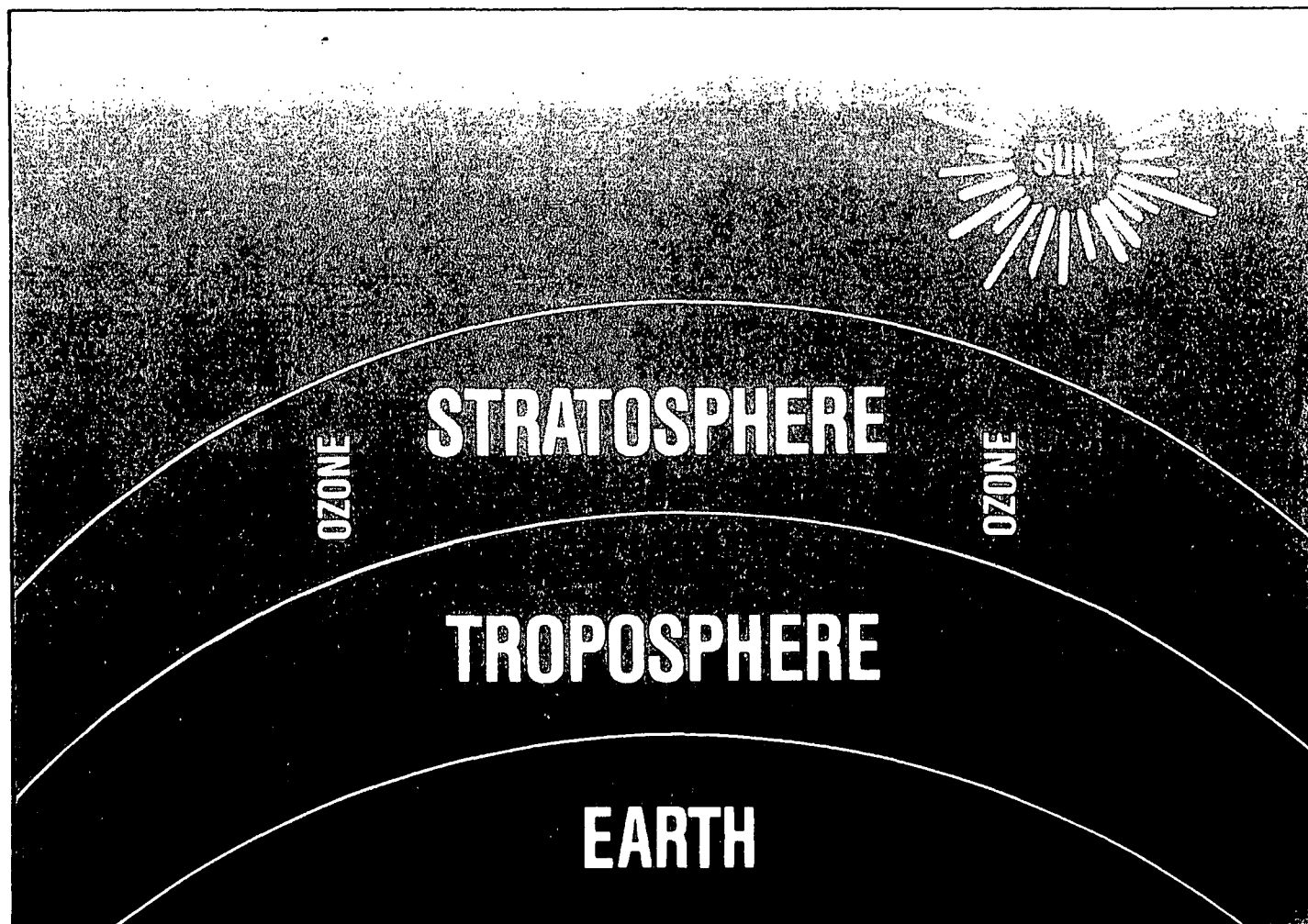
treaty signed in Montreal last September by the 24 countries that produce 75% of the world's CFC output (the Montreal Protocol), including the U.S., calls for restrictions on CFC production starting next year.

Specifically, the treaty will freeze the world's CFC production in 1990 at 1986 levels, then cut it in half by 1999. For the near future, the production cap means a tighter supply of chemicals and products containing CFCs—most notably refrigeration coolants, aerosols and plastic foam—and higher prices as chemical companies race to develop a suitable alternative.

A new breed of CFC with a less ravenous appetite for the ozone is on the way. Du Pont, the world's largest producer of CFCs and the leader in the substitute race, predicts it will take approximately 5-10 years to develop a suitable alternative.

Until replacements are available, however, the economic impact of the CFC cap will be felt by all users as demand outweighs supply. Though many manufacturers may absorb increased costs, consumers will pay slightly more for such things as vehicle air conditioners (which use 70% of the consumed freon) and home refrigerators. Ultimately, NAPA Jobbers can expect to pay higher prices for products containing CFCs.

NAPA Refrigerant believes that, despite a projected shortage in 1990, the company will be able to supply essentially all of existing customer requirements. In the meantime, we can feel good that actions stemming from the Montreal Protocol are helping to avert an estimated 132 million cases of skin cancer, 27 million deaths from skin cancer, and 1.5 million cases of eye cataracts that would otherwise occur among the next generation.



Last week his mechanic missed a belt sale. Today he lost a customer.

NAPA Belts/Hose gives you
sales support.
Over 200,000 station and
garage owners will see
this ad.

It's easy to overlook engine belts.
Hoses, too, for that matter.
Because these days even the cheaper
brands don't always show wear the way
they used to.

Trouble is, when you overlook a belt
or hose, you can lose more than a sale.
You risk losing a customer.

So be sure to check for obvious signs
of failure.

But no matter how they look, replace
belts at least every four years. And hoses
every other year, when you're putting in
new coolant.



The brand of belts and hoses to use,
of course, is NAPA. The finest, most
advanced replacement parts you can
install. They're available exclusively from
NAPA AUTO PARTS stores.

NAPA has the kind of long-term
quality that protects your customers...
your reputation...and your bottom line.



Manufactured for NAPA Distribution Centers by

belts/hose

National Products, Inc.
P.O. Box 5887
Denver, CO 80217

NAPA
Cordially Invites You
to the
1989 National Business Conference
March 16-19
at the
New Orleans Hilton
New Orleans, Louisiana
RSVP Your NAPA
Distribution Center



Don't miss this opportunity
to learn about the automotive
industry's latest products and
trends while enjoying one
of the country's most colorful
and entertaining cities.

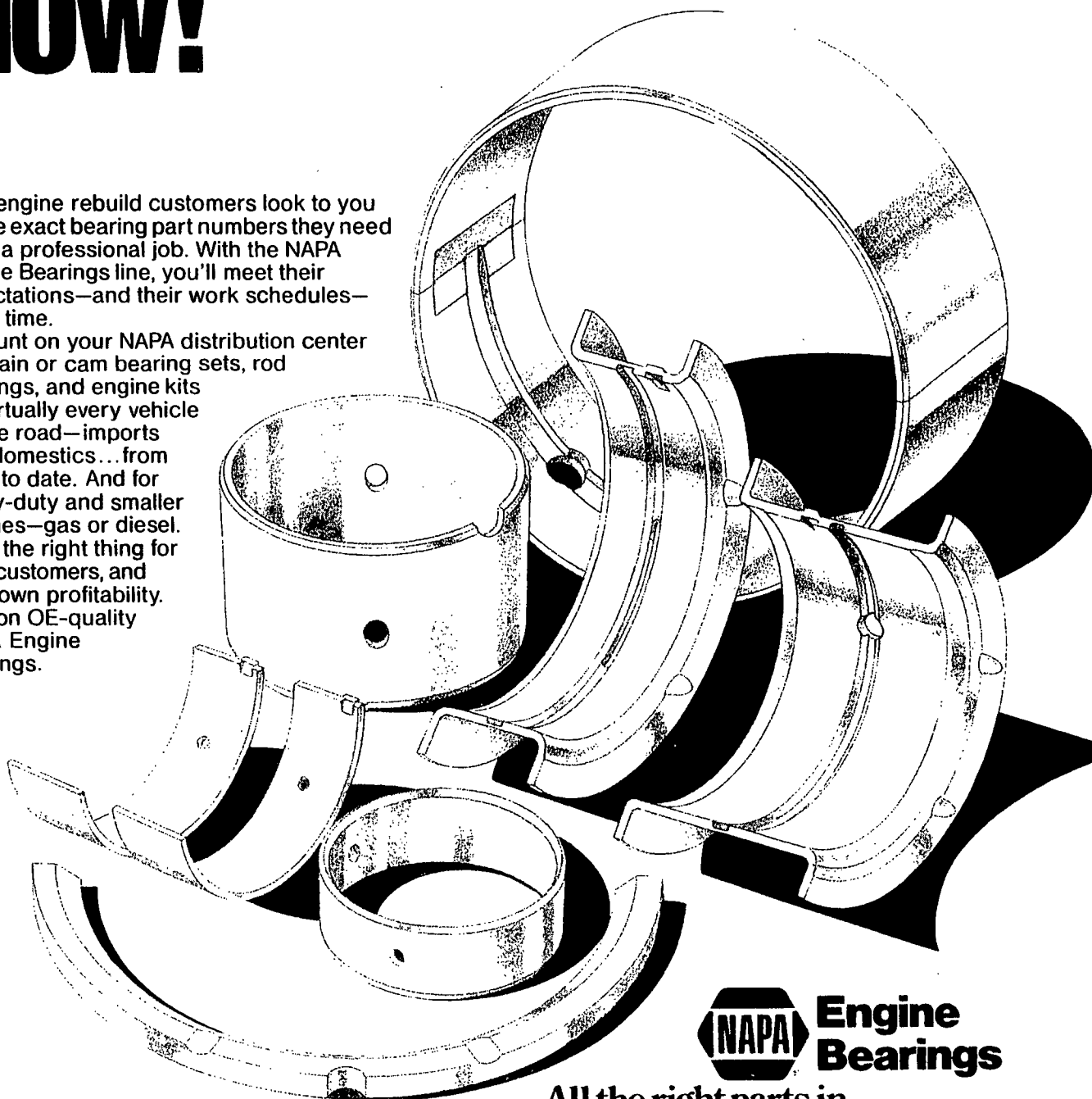


The right engine bearings, right now!

Your engine rebuild customers look to you for the exact bearing part numbers they need to do a professional job. With the NAPA Engine Bearings line, you'll meet their expectations—and their work schedules—every time.

Count on your NAPA distribution center for main or cam bearing sets, rod bearings, and engine kits for virtually every vehicle on the road—imports and domestics... from 1970 to date. And for heavy-duty and smaller engines—gas or diesel.

Do the right thing for your customers, and your own profitability. Rely on OE-quality NAPA Engine Bearings.



Engine Bearings

**All the right parts in
all the right places.®**

EMERGENCY MISSIONS

Fire and rain—devastating disasters for any business—did not halt two NAPA AUTO PARTS stores from rebuilding in record time. The resurrection efforts from NAPA Distribution Centers aided jobbers to start virtually from ground up and set up a store without losing time or sales.

Some stores move by truck or van; the NAPA AUTO PARTS/Main Auto Parts of Fort Deposit, Alabama, floated into its new location. An extremely heavy rain caused the store's roof to collapse one morning shortly after owner **Bill Cassady** had arrived to open for business.

"After the roof caved in, the store flooded quickly from the water trapped on top," Cassady recalled. "The front plate glass window blew out onto the street and I narrowly missed being hit by parts of the roof and the metal tail pipe rack, directly under the area that collapsed."

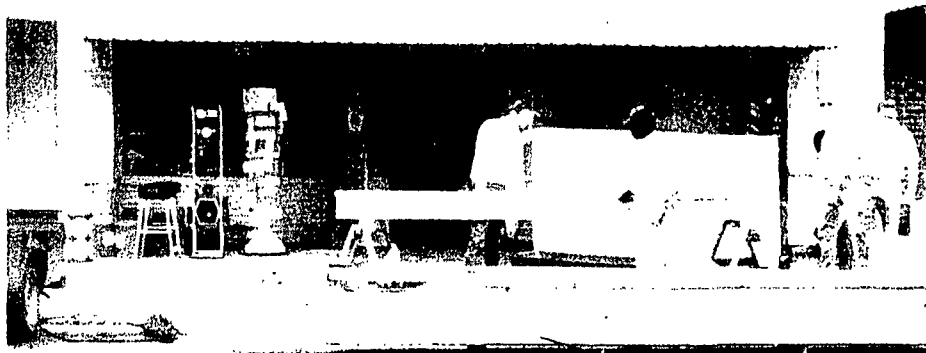
"I collected my thoughts and called the police department, fire and rescue squads and the Birmingham Distribution Center. Within a few hours, Birmingham General Manager Scott Carlson arrived to help assess the damaged inventory and find a new site to relocate."

"Nearly four to five inches of water covered the floor, necessitating the use of a gasoline powered chain saw to drill a hole in the floor for drainage. By the afternoon, Scott helped me obtain a new building three doors away from my store."

The next day, 17 D.C. and factory representatives came to Fort Deposit—a town of approximately 2,500, 30 miles south of Montgomery—to salvage resellable goods, itemize damaged merchandise and move and restock shelves, counters and desks. While the damage was being assessed, a Birmingham D.C. employee operated the counter. The team completed the job in a day and left with a parts order to replace damaged merchandise.

Cassady said, "The following morning, I received 138 pieces of freight and was open for business. Thanks to the support from the Birmingham D.C., I reopened for business in one day's time and did not miss a sale, even after being flooded out. In fact, my business has increased at this location."

Cassady reflected, "You really don't know how good the NAPA people are and how far-reaching their support can be until calamity comes calling. We simply couldn't have done it alone."



NAPA AUTO PARTS store owner Bill Cassady received timely assistance from NAPA Birmingham after his roof caved in during a heavy rain storm.

(Courtesy of Lowndes Signal—Fort Deposit, Alabama)

Losing nearly three quarters of his store's inventory to fire did not stop **Ray Skolberg** from opening up for business the next day—thanks to the Owatonna Distribution Center. An electrical fire in an apartment above NAPA AUTO PARTS/Winsted Auto & Truck in Winsted, Minnesota, spread below to the store roof. Using nearly two thousand gallons of water, the fire department doused the flames, but, in the process, thoroughly drenched the store and its inventory.

"D.C. personnel arrived by midday and began pulling inventory immediately," Skolberg said. "The job was finished around 9 o'clock that evening and the Owatonna staff drove home. Fire, ashes and water had ruined about 75% of the stock."

The next morning, Saturday, the entire D.C. management team and several factory representatives drove two hours to return to Winsted to help strip down shelves in the old store and set up the counter, shelves and gondola at the new location. The team completed their mission that afternoon.

"The Owatonna D.C. volunteers gave up their Saturday to help pull together a NAPA AUTO PARTS store at a new location in one day. I was back in business before anyone noticed fire hit my business. Many of the 1,800 Winsted resi-

dents noted that this location looked better than the former site. It was the talk of the town for about a month. In fact, my sales for the month increased 16% in comparison to last year."

"I was overwhelmed with the selfless help received from the NAPA Distribution Center and speedy mobilization of their efforts. With their assistance my store recovered, reopened and even raised its sales."

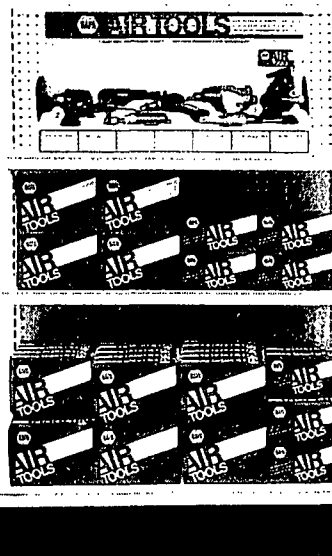


Firefighters work quickly to stop the flames above Ray Skolberg's store in Winsted, Minnesota.

Look for Merchandising Support from NAPA Air Tools at your Marketing Conference.



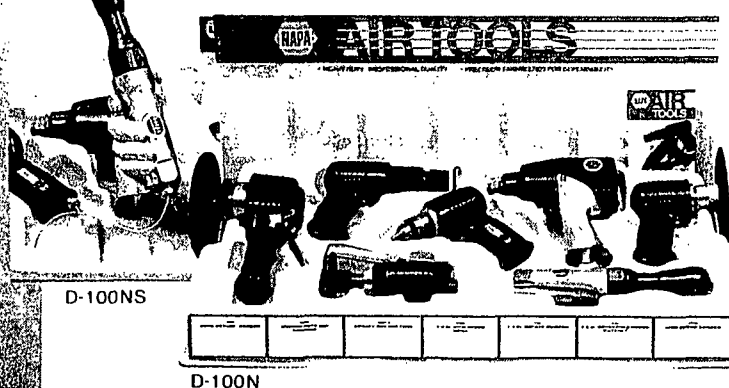
The NAPA Air Tool line now includes the widest range of air tools ever offered... and they're all detailed in this comprehensive, easy-to-use catalog. From sanders and grinders to air hammers and impact wrenches, they're hard-working, quality tools designed for long life. Catalog No. 12001



Heavy-duty NAPA Air Tools are shipped to you in these attention-getting, colorful packages. Designed for maximum visibility and identification to help increase inventory turn.



NAPA Air Tools are hot sellers — especially when they're showcased in this colorful, durable display. Constructed of sturdy .187" ABS plastic, it lets customers examine and touch seven top-selling tools:



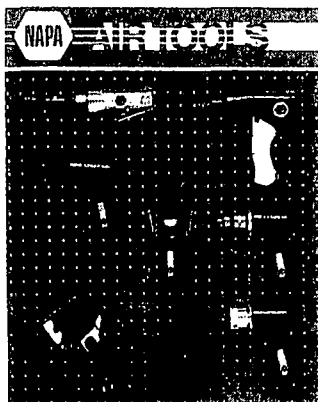
D-100NS

D-100N

Tool No.	Description
728	3/8" Power ratchet
734	1/2" Impact wrench
888	6" Dual-action sander
1020	Medium-duty air hammer
2000	5" Hi-speed sander
3050	3/8" Hi-speed drill
3801A	Utility cut-off tool

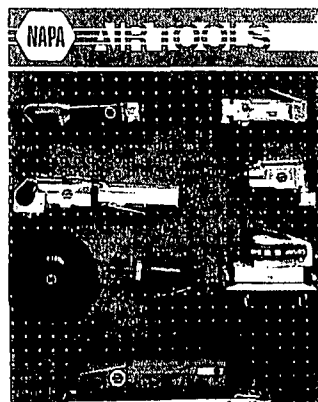
Display measures just 29" x 13-1/4" — fits on any 14" shelf. Bolts down for added security and stability with two 2-1/8" bolts and wing nuts (included). Available with security system featuring retractable cables that permit examination but prevent theft. Order Display No. D-100NS (with security system) or D-100N (without security system).

Attractive tool boards really sell. Mounted on the wall, they put tools where your customers see them — at eye level. Available with two popular product assortments.



BOARD NO. B-001

Tool No.	Description
728	3/8" Power ratchet
734	1/2" Impact wrench
888	6" Dual-action sander
1020	Medium-duty air hammer
2000	5" Hi-speed sander
3050	3/8" Hi-speed drill
3801A	Utility cut-off tool



BOARD NO. B-002

Tool No.	Description
702	Mini air saw
711	Heavy-duty air nibbler
716	7" Angle sander
720A	3/8" Butterfly impact wrench
866	Jitterbug sander
3751	1/4" Straight-handle die grinder
8222A	Straight-line sander



THE MACHINE SHOP: A MASTER OPPORTUNITY TO INCREASE BUSINESS

It's a simple fact that as a NAPA AUTO PARTS store owner or manager you're interested in increasing your store's sales and profits. So you advertise, merchandise, offer promotions and conduct sales events. But there is an additional way to create sales and generate profits for your store—machine shop services.

Machine Shops Mean More Sales

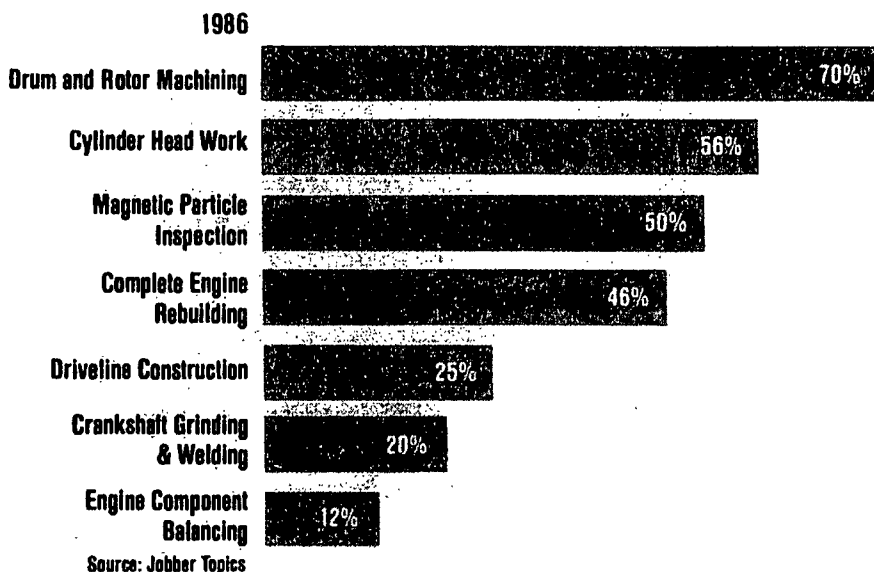
Well run machine shops have demonstrated their value to auto parts stores. The average machine shop annual sales per employee in 1987 was \$30,569. With shops averaging an annual gross profit of 42.2% and 0.4% of operating expenses—according to aftermarket research*—machine shops have proven a worthwhile investment for jobbers offering the additional service.

In addition, related sales from machine shops help to increase engine part purchases. For every dollar generated from machine shop labor, another three dollars results in parts sales. Repeat business and related sales are important factors in reaping a maximum return on machine shops. By bringing customers in for machine shop services, you'll bring them into your store and present yourself with an opportunity to sell those customers parts and products they may be buying elsewhere. If customers turn to you for machine shop services, then they will think of your store first as the parts supplier for other repairs.

And the reverse also holds true. Customers who come in to purchase engine parts are customers who may bring their repair work to your machine shop.

Of 12,203 aftermarket jobbers (47% of the total number of jobbers) with machine shop services, drum and rotor machining was the most frequently offered service, available in 70% of shops. (See chart at top right.) Additional machine shop services, ranked in order of shop capabilities, were: cylinder head

Machine Shop Operations Performed In Jobbers Shops



work, 56%; magnetic particle inspection, 50%; complete engine rebuilding, 46%; driveline construction, 25%; crankshaft grinding and welding, 20%; and engine component balancing, 12%.

If you already have a machine shop, compare it with this scenario: imagine a machine shop that is well equipped and attractive, staffed by professionally trained individuals and earning a gross profit margin of more than 40%* of shop labor sales. That scenario is the real picture of machine shops drawn from a recent aftermarket survey.

Enter The Master Machine Shop

If you operate a machine shop, you have made a significant aftermarket in-

vestment. To help you maximize your asset, upgrade shop services and increase profitability, the Master Machine Shop Program is now available. The program is designed to bring uniform, high quality standards to all machine shops.

Through the program, your shop earns the rank of Master Cylinder Head or Master Engine Rebuilding Shop and a plaque to display, signifying this accomplishment. Either of these marks of quality tells your customers that they are receiving reliable, professional service.

To become a master shop, a machine shop consultant must first visit your operation to qualify it according to the program standards, summarized as follows.



Ask Us About Our Machine Shop Services

How It Works

One of the first steps to achieving a Master Machine Shop status is to continue the NAPA Pipeline color scheme to your shop. The shop work areas must be properly labeled, clean and capable of cylinder head refinishing or complete engine rebuilding. Master Machine Shops should establish professional procedures to increase the shop's efficiency and to convey to customers the quality of work performed. When the work order comes in, tag the equipment and indicate the type of work to be performed. List the parts used and identify each part for the job with the work order number; give a copy to the consumer upon job completion. On heat sensitive parts, place a heat indicator tab to identify customer-induced overheating that may result in a service complaint.

Enhance customer service in your machine shop by ensuring that your employees receive proper training from the NAPA Machine Shop School, ASE certification or vocational schools. Master machine shops are staffed with at least one person who has completed the above training. Most shops have one to three employees. Have the staff wear uniforms with the "foreman" designated as such on his uniform.

Effective marketing and merchandising techniques are integral to the master shop program. Bring the backroom facility "up front." Let your customers know a machine shop is another service you

offer. Hang banners inside your store and set up exterior signage to inform passing customers of the services. Keep signs at eye-level. (Appropriate signage is available through the NAPA store design program.)

Make the shop more visible. Clearly mark the shop entrance with a sign. If permitted by state law, add glass windows to allow customers to see the type of work performed.

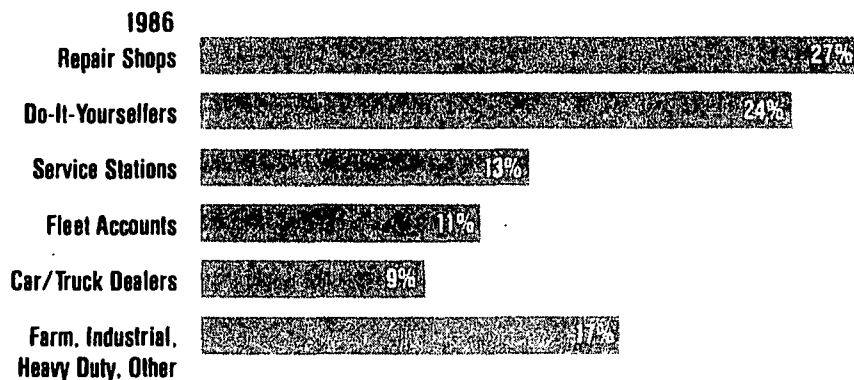
Dealer customers—automotive repair shops and service stations—make up 40 percent of a shop's business. Let them know the NAPA AUTO PARTS store that fills part orders also offers a machine shop services. Include self promotional material in billing statements and even on delivery trucks. If you have added equipment, say so. These methods are some of the inviting ways to attract more customers to use your shop's services.

Keep the do-it-yourselfer in mind, too. Nearly one-fourth of machine shop customers are serious do-it-yourselfers. Don't restrict your market's radius to a limited area. If someone is doing restoration work on a classic vehicle, driving a few extra miles is well within reason to get the job done right.

Machine Shops can be a profitable investment. Necessary equipment to set up cylinder head services includes valve seat grinder, valve refacer, valve seat and guide machine, crack detection, head resurfacer, spring compressor, valve spring tester, knurling kit, press and attachments, brake rotor and drum lathe. Cleaning equipment is also a prerequisite. The checklist should have a cold tank, jet cleaner, glass bead cleaner and air compressor for basic automotive work. If you are ready to invest in your store's future or seek to become a Master Machine Shop, contact your NAPA Engine Parts representative.

*Source: Automotive Service Industry Association—1987

Jobber Market For Machine Shop Service



Source: Jobber Topics

TEAMING UP

(Editor's Note: Highly valued by customers, professionalism is a key to sales success. From wearing a uniform to answering the telephone "NAPA AUTO PARTS," your employees send the message of competency to customers. In this issue, Outlook begins a series on how you can maximize a positive, professional appearance.)

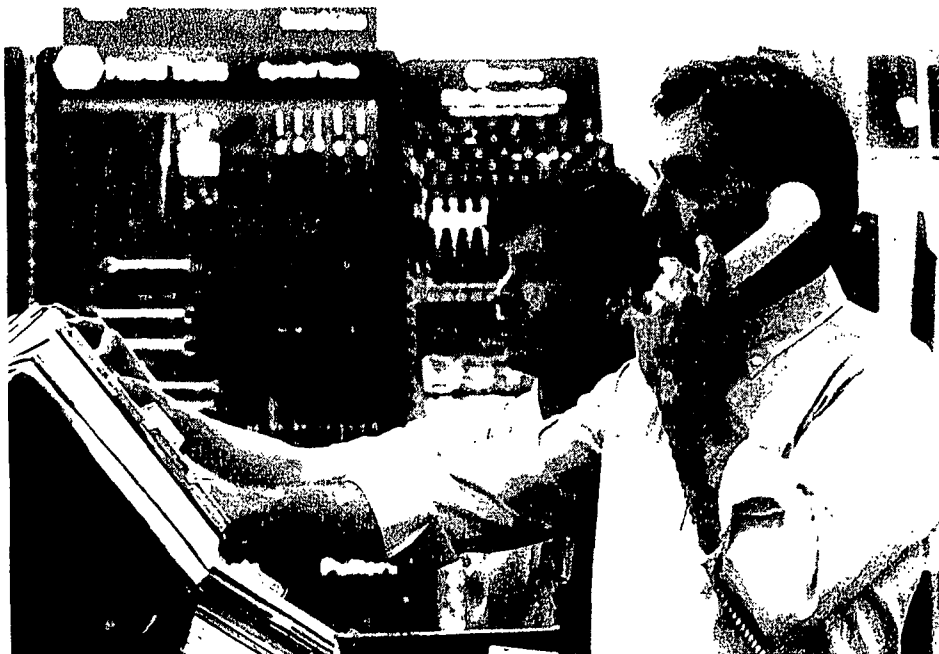
The home team is easily identified on the court by its colorful uniform. Your NAPA AUTO PARTS store employee team can convey the same recognition and project a professional image in the same way—with a uniform. Wearing a professional outfit automatically gives your store and your employees a higher service rating from 90% of your customers, according to researchers.

However, professionalism extends beyond your counterpersonnel wearing a uniform. It reaches to your delivery drivers donning a NAPA jacket and NAPA hat as they complete orders as well. After all, what better means to reinforce your store's professionalism to your customers than to have them see delivery drivers step out of the truck wearing a NAPA jacket, hat or shirt?

Your delivery drivers not only make sure the orders are filled in a timely manner but also send a message to your customers through their appearance. And appearance, in this instance, means more than just a clean uniform. Arriving in a clean NAPA AUTO PARTS truck counts too and it says that your drivers are part of a team that cares. In essence let customers know they can rely on your store professionals.

Remember that as the manager/owner you coach your employees in professional appearance by establishing the guidelines which make up a positive image and attitude for successful selling. Identify each employee's responsibilities to clear up any possible gray areas. If an employee does not know the answer to a customer's question, the prospective purchaser should be told that he/she will receive a reply when the answer is found. Employees should never respond with "it's not my responsibility." Then, that employee or another employee needs to follow up and get back with the customer by phone or in person. Good service breeds repeat business.

Displeased consumers seldom complain to the manufacturer or store management—less than 5%. Instead, they stop buying the product and complain to



nine or 10 other people. If a complaint is resolved quickly, repeat purchases occur 95% of the time. Getting that repeat business is worth the time you invest in making sure employees look and act as they should.

Don't forget the value of praise as a little praise goes a long way. If an employee makes an exceptional sale, delivers top service or demonstrates a big improvement in attitude or appearance, recognize that individual. You set an example and by encouraging your employees through praise you cultivate a positive sales attitude, which will work its way down to the way your personnel deals with customers.

To thoroughly promote that professional appearance, your counterpeople need to have the product knowledge to properly serve both your retail and traditional customers. When first time customers come into your store, the salespeople should know the right questions to ask and be able to identify the complete product needs and be well versed in the various product lines. It's a sure step to closing a transaction with related sales. Although everyone is not born to sell, effective sales techniques can be learned. And your Distribution Center can help in the learning process with a variety of NAPA training courses including "Inside Selling Skills" (ISS) and "Delivering NAPA Service."

A positive selling attitude and appearance reaps more success than any other single item. Win new customers and maintain your current ones with positive employee spirit. Begin a clean sweep of sales and service with professionalism.

TIPS ON THE RIGHT ATTITUDE

Stay on top of your business with a priceless technique—a positive attitude. The following are guidelines to developing and promoting the kind of attitude that yields successful employees and sales.

- Observe and analyze employees' actions to praise positive action or direct negative actions to a positive outcome.

- Create an environment that relieves pressure and tension on employees in their day-to-day activities.

- Encourage positive, friendly conversation in order to keep voice tones positive on the telephone and in the store.

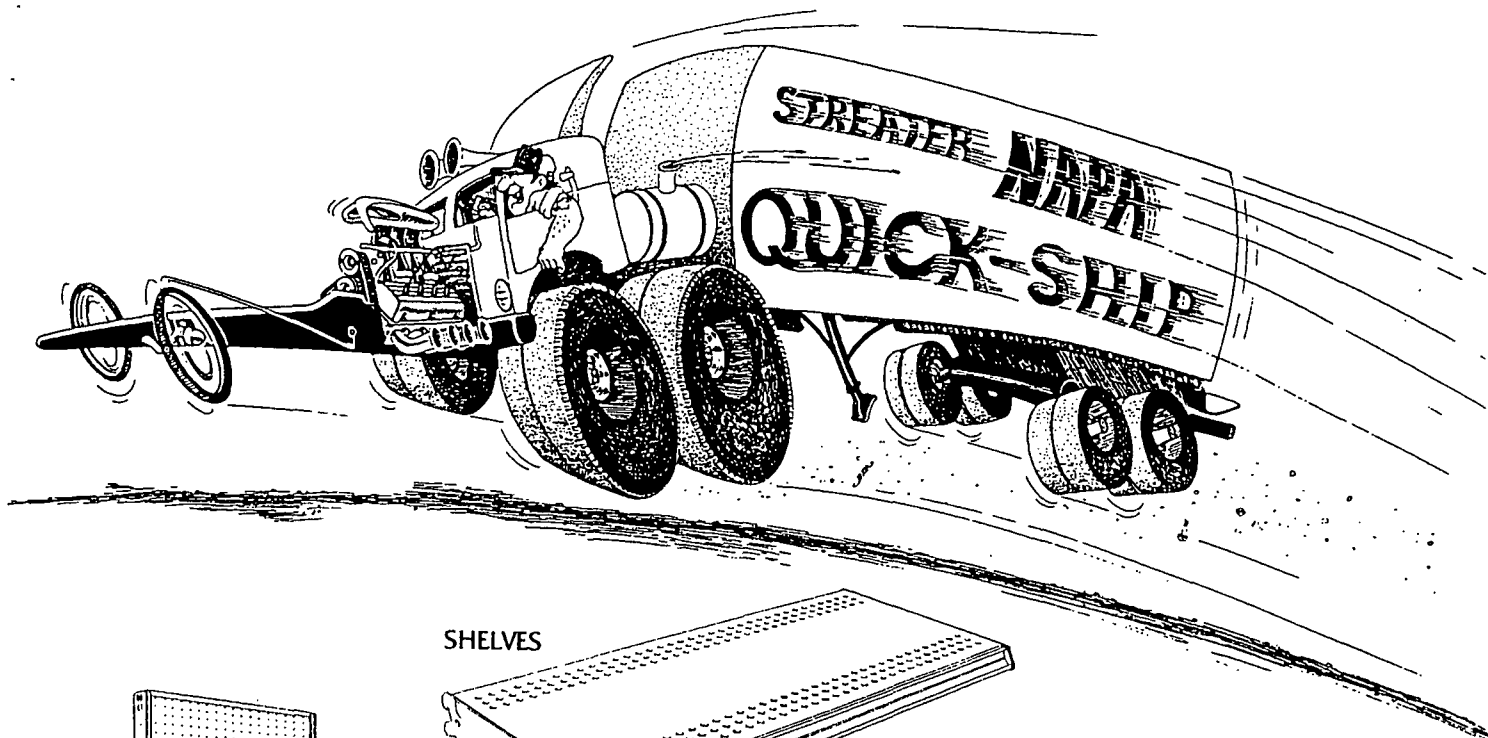
- Stress a clean, professional appearance in your store and from the people who work there.

- Have employees treat customers well no matter what the size or importance of the transaction.

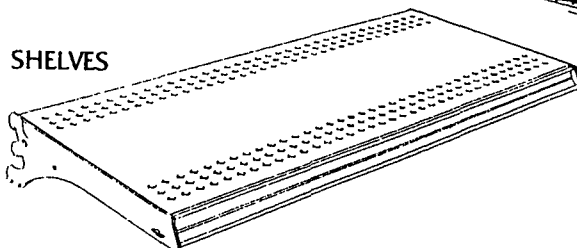
- Develop a flexible, fair customer satisfaction policy to allow for your employees' ability to handle various situations amicably.

- Set an example of enthusiasm and encourage employees to be positive toward their work.

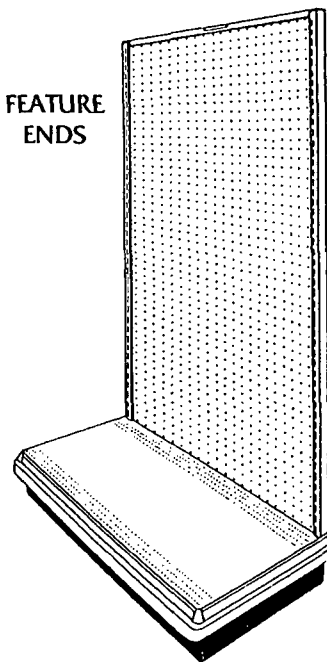
- Offer opportunities for employees to feel positive about their jobs and the future. Encourage an open constructive direction for communication and all dealings.



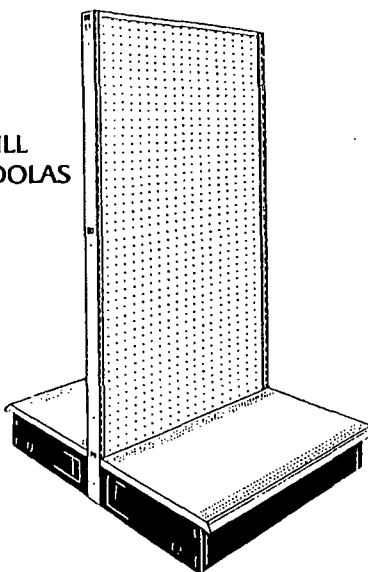
SHELVES



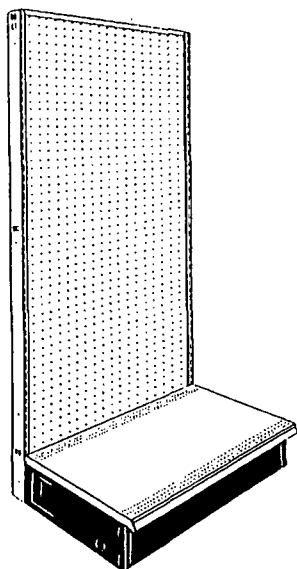
FEATURE
ENDS



FULL
GONDOLAS



HALF GONDOLAS
&
WALL UNITS



Streater carries these items cartoned and ready for shipment within three days. Contact your D.C. to place your order.

Today, more than ever, NAPA dealers demand the finest quality. . . not only in the products they sell, but in the equipment they buy. The NAPA—Streater Store Fixture Program provides what you demand. . . on-time delivery, ease of installation, a nationwide sales force that is committed to serving NAPA, and best of all, a price level that beats the rest. When you invest in **STREATER** you receive the finest quality and most versatile fixturing system built. Streater representatives are available nationwide to assist the D.C.'s on all fixturing questions.

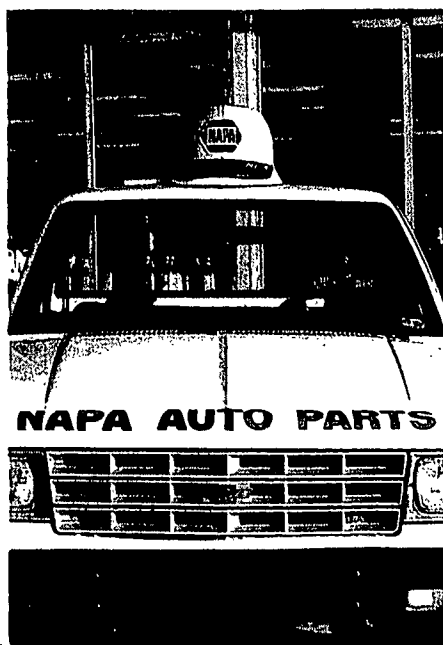
STREATER JOYCE
STORE FIXTURES
411 South First Avenue
Albert Lea, Minnesota 56007

CREATIVE SELLING

BEST VALUE OFFERED WITH NAPA TRUCK TOPPERS

The popular NAPA Hat Truck Toppers have become even more popular with a recent price reduction to \$39.10. Save more than 25% on the colorful yellow and blue caps that give your delivery vehicles increased recognition and attention. Even during peak traffic hours, the NAPA delivery vehicle topped off with an official truck identification element will be highly visible.

Order your truck toppers from your Distribution Center. Truck Toppers are easy to install. Just remove the covering from the strips of adhesive tape on the bottom of the cap and place on the cab. Push down firmly and the delivery trucks are ready for the roads. You may also use screws for a more permanent mounting. NAPA Truck Toppers are made of sturdy plastic and are weather resistant.



MAKE PLANS TO ATTEND YOUR 1989 MARKETING CONFERENCE

By now you have probably received information from your D.C. about the 1989 Marketing Conference in your area. An invaluable opportunity, the conference will help you, as a NAPA AUTO PARTS store owner or manager, develop an effective business strategy for the coming year.

Nationwide promotional and advertising programs will be announced, as will the various training clinics NAPA has planned for the year. This will also be your chance to meet the various NAPA manufacturers whose products you carry, D.C. personnel whom you rely on for dependable service and fellow jobbers with whom you share common challenges.

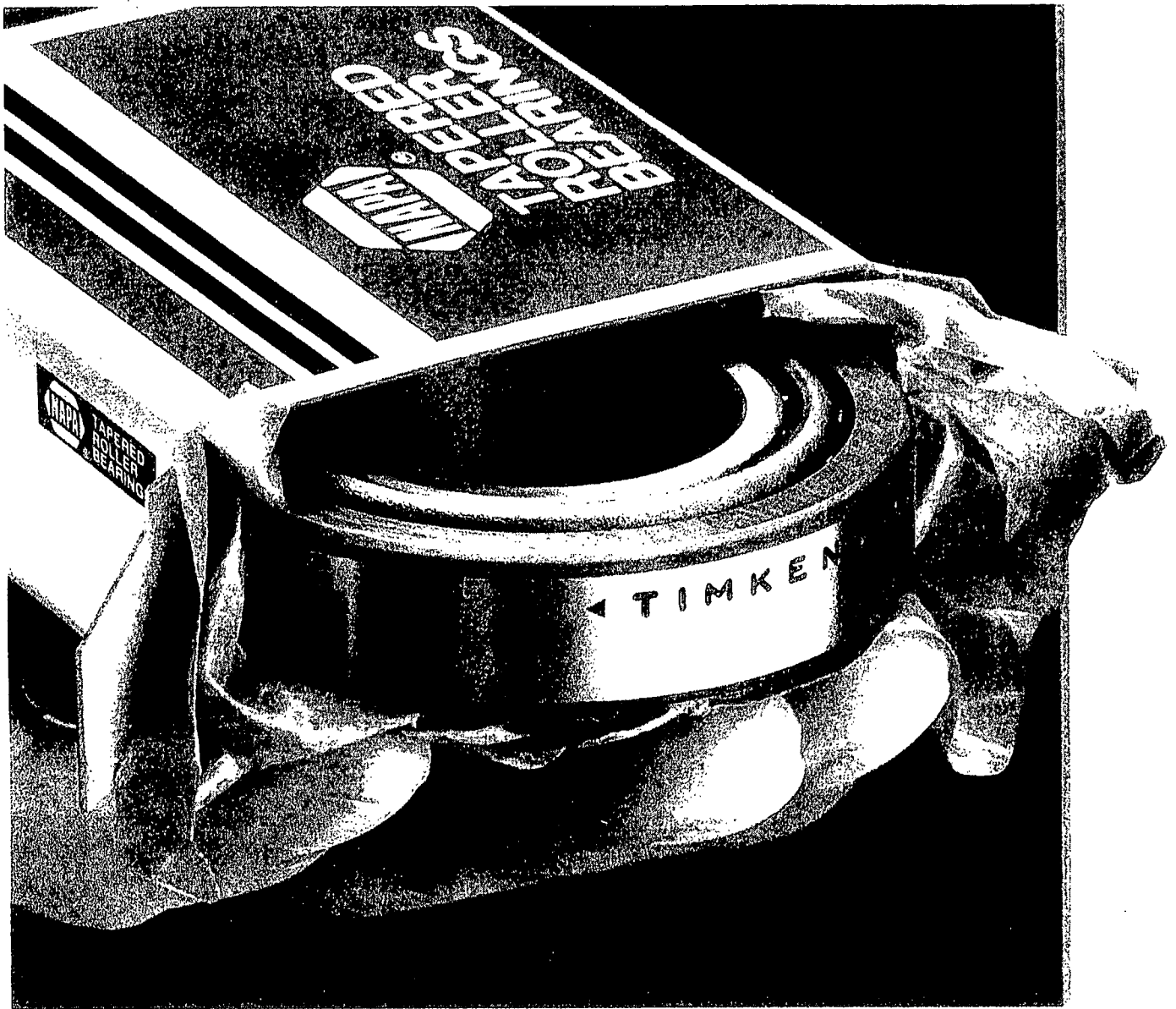
Make plans to attend your Marketing Conference to get the information you need to have a successful 1989.

WIN A TRIP TO SUPER BOWL XXIII

Your dreams of attending Super Bowl XXIII just might come true if you participate in the NAPA/CBS Radio Sports Super Bowl Contest. CBS Radio Sports, as part of their advertising package with NAPA, is sponsoring a "Pick the Winners" contest for NAPA AUTO PARTS store owners and managers. The Grand Prize Winner of the contest will win a five-day/four-night trip for two to the upcoming Super Bowl in Miami, Florida, January 22, 1989. Three first prize winners will each receive a CBS Radio Sports Spectator Kit including AM/FM headset radio, sunglasses, a six-pack cooler and a stadium seat cushion. And five second prize winners will each receive a package of their favorite football team's memorabilia, including the team logo jacket, a sweatshirt, a stadium blanket and a duffel bag.

To enter, all you have to do is fill out the entry form in one or all three of the mailers you will receive this fall from NAPA and CBS Radio Sports. Each entry form will ask you to pick the winners of four of the season's NFL football games. If you fill out the entry forms in all three mailers you will be able to guess the winners of 12 games and triple your chances of winning!

Prizes will be drawn in mid-December from all the correct entries, and winners will be announced soon thereafter.



WHEN YOUR REPUTATION
 FOR QUALITY IS AT STAKE
 TRUST OURS.

NAPA TAPERED
 ROLLER
 BEARINGS

TIMKEN®
AN IRVING-CLOUD COMPANY
 TAPERED ROLLER BEARINGS

ONE STEP AHEAD



SIGN UP NOW FOR NAPA'S CREDIT CARD PROGRAM

A discount rate of 1.87% on MasterCard and Visa charges? A 1.9% rate on check authorizations? That's only part of what you'll get when you enroll in the NAPA Credit Card program.

As detailed in the July 1988 issue of *Outlook*, the Credit Card Program includes four elements: a NAPA/VISA card, electronic authorization and payment of MasterCard and VISA, a national rate program for American Express charges and a Telecredit check guarantee service. These elements provide greater convenience to you and your customers, and that can mean more customers and increased sales for your NAPA AUTO PARTS store.

Not only does the NAPA/VISA card keep NAPA on the minds of card owners, but it also fosters customer loyalty and increases consumer recognition of the NAPA logo. The electronic charge authorization and check authorization help you more quickly and easily process your customers' purchases. At the same time, your paperwork is reduced and deposits are automatically made to your account. The American Express national rate program means discounted rates as low as 2.75% depending on the direct payment plan you choose.

If you haven't received your NAPA Credit Card Program Enrollment Kit, contact your D.C. If you have any questions about the program, a U.S. BankCard Center representative will be glad to answer them (1-800-528-9129 or 1-800-233-2470 in Tennessee).

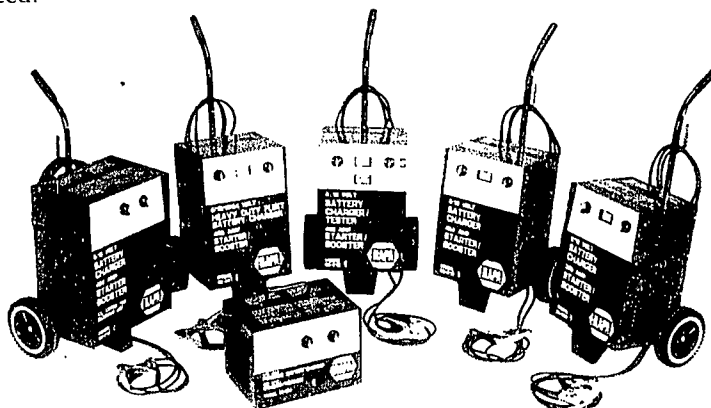
BOOST YOUR HALOGEN HEADLIGHT SALES WITH NAPA LAMPS PROMOTIONS

Along with the long, dark nights of winter comes the peak season for selling headlights. Because more and more consumers want the whiter, brighter light of halogen headlights, this is your opportunity to increase your halogen sales, and NAPA has plans to help you do just that.

Throughout the fall and winter, NAPA Lamps is sponsoring programs to encourage installing dealers and do-it-yourself consumers to replace burned out or weaker headlights with halogen lights.

Between October 15 and December 17, dealers will receive a \$.50 refund for every NAPA halogen headlight they install. Also during this time, a NAPA Lamps Secret Customer will visit installing dealers. If the dealer offers to check the headlights and replace any burnout with a NAPA halogen headlamp, the dealer wins \$50. And when the dealer wins, the jobber that supplies the dealer also wins \$50.

Additionally, NAPA is holding a NAPA Halogen Headlight Off Shelf Display Contest for NAPA AUTO PARTS stores. There will be 12 regional Grand Prize Awards of \$500 and 222 additional prizes of \$50, \$75 and \$100. You can win one of these prizes by creating your own special display using a minimum of 48 Halogen Headlights. Submit a photo of your display along with your store name, telephone number and address to your Multi-line rep c/o your serving NAPA D.C. The photos will be judged after the contest ends December 17, 1988, and winners will be announced.



RECHARGE BATTERIES THE RIGHT WAY

NAPA Service Equipment recently introduced its Hi-Rate Battery Chargers for heavy duty and standard batteries. The six models are fan cooled for extended life and deliver more output for the dollar. Its large transformer provides maximum charge and comes equipped with flexible, heavy duty welding-type cables for greater resistance to ozone, grease and abrasives. Additional charger features are a two-hour timer with a "hold" position for timed or continuous charging and an automatic circuit breaker to protect against damage. See your NAPA Service Equipment Representative about the professional Hi-Rate Battery Chargers.



NAPA BATTERIES INTRODUCES THE 75XDT800

NAPA Batteries has made an addition to its XDT series of premium power batteries. The 75XDT800 is a quad terminal size battery that replaces the OE group sizes 34 top terminal and 78 side terminal. With 850 cold cranking amps, its startup power is rated among the highest on the market.

The 75XDT800 can be used to replace group sizes 24, 24F, 27, 27F, 34, 43, 44, 46, 48, 49, 60, 74, 76, 77 and 78. It also replaces OE sizes for a wide variety of domestic and import cars.

Win a New Pontiac Fiero or One of 415 NAPA Echlin Prizes!



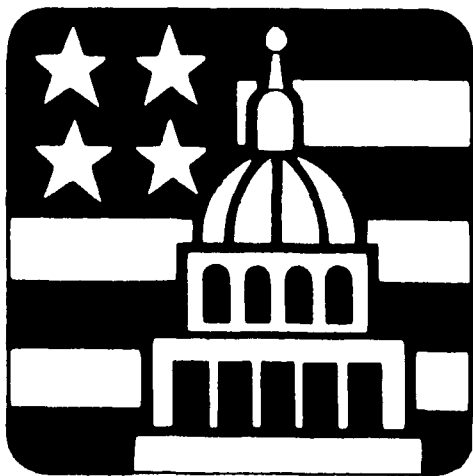
NAPA ECHLIN. 1988 OSS EXTRAVAGANZA

NAPA Echlin is pleased to announce an all new Outside Salesperson Awards Program for 1988. This program is designed to award prizes to those that qualify by selling new or changeover stocking dealers during 1988.

JUNE OSS WINNERS

OSS Name	Store	Prize
Ron Rassmusen	Bridgeview Auto Parts	Sharp Remote TV
Ron Smith	T.P. Auto	Magnavox Stereo System
Dan Coon	Galesburg Auto Supply	G.E. 7500 Remote VCR
Fred McKinnon	Genuine Parts Company	Konica 35mm Camera

INDUSTRY TRENDS



BIGGER MAY BE BETTER

Are the owners of some 1988 sports and compact cars unlucky? When you compare the number of damage claims and the cost of repair bills from those vehicles to 1988 passenger vans and large sedans, it looks that way.

According to a recent study conducted by the Highway Loss Data Institute, larger vehicles had, in general, a better collision loss record than smaller and sportier vehicles.

The study said the passenger vehicles with "substantially better than average" results in both frequency of claims and average cost of repairs were vans—the Plymouth Grand Voyager and Dodge Caravan—and two large, 4-door sedans—the Chevrolet Caprice and the Mercury Grand Marquis.

On the other end of the spectrum were the Ford Mustang and the Chevrolet Camaro, both in the sports-specialty category and both with the poorest showing in claim frequency and repair costs. The 2-door Mazda MX-6 had the poorest showing in the small car category.

All three models had claim frequencies and loss payments more than 20% above average. The Mustang had over twice the average repair cost than for all automobiles—the highest among 60 cars—and 32% more claims.

CONTINUE TO CONTACT CONGRESS

Although the proposed extension of emission system warranties will not appear on the 1988 Senate docket, it continues to pose a threat to the aftermarket. Increasing warranty coverage to a mandatory 10 years and 100,000 miles is an anti-competitive, anti-clean air and anti-consumer measure. Write your Senators and Representative to express your viewpoint on this important issue. Contact them at the following addresses: The Honorable _____, U.S. Senate, Washington, D.C. 20515, and the Honorable _____, U.S. House of Representatives, Washington, D.C. 20510.

HYUNDAI AIMING HIGHER

Hyundai, the South Korean maker of one of the best selling imports in the U.S.—the Excel, will begin selling a new, upscaled model this fall. Shipments of the Sonata will reach North American shores in late October and early November.

The Sonata, which features an aerodynamic body and engines with capacities of 1.8 and 2 liters, is designed to compete with such imports as the Honda Accord and General Motors' Sunbird and Skylark. Officials say that the U.S. selling price has not yet been determined but in Korea, the cars sell for more than double the cost of the \$8,000 base priced Excel.

Sonata is the first in a string of new Hyundai models to enter the U.S. marketplace within the next two years, officials said. The other models include a subcompact currently being developed to replace the Excel.

GM UPS THE ANTE

General Motors has become the first of the Big Three automakers to offer warranty coverage on all parts for longer than the traditional one year or 12,000 miles. Beginning with most 1989 model cars and light trucks, the automaker is offering "bumper-to-bumper" warranty coverage for three years or 50,000 miles (whichever comes first).

The new GM warranty is called "Bumper-to-Bumper Plus" and covers systems such as air conditioning, steering and suspension, electronics and power steering and brakes, but only if they are found defective. Tires and normal maintenance do not fall under the terms of the warranty. However, after the first year, GM car and truck owners must pay a \$100 deductible for each warranty visit. Toyota and Mazda, who began offering similar warranties in 1988, do not require any deductibles.

Additionally, the manufacturer has announced that it will drop its added six-year, 60,000-mile warranty coverage on engines and transmissions.

THE RETURN OF KING KONG

Chrysler's Jeep/Truck Engineering unit is in the middle of a new project—refining a 10-cylinder, 7.9 liter engine which is earmarked for a full-size pickup. The project's development name is, quite appropriately, "King Kong" and it's due to be released in 1992.

Fitted with multiport fuel injection, "King Kong" supposedly produces 325 to 375-horsepower and 450 to 475 pound-feet of torque. To get a fairly good idea of just how powerful an engine is in the works, try this comparison: the Lotus-designed LT5 engine in the upcoming Corvette ZR1 will deliver 385 horsepower and 370 pound-feet of torque.

Sources at Chrysler claim the V10 engine will take the 6,000-pound truck from zero to 60 mph in just 8.2 seconds.

VISUMATIC...



UNITED

**Quality
Brake
Parts**



UNITED

**Professional
Brake
Service**

Profit Center that Never Stops Selling

Every United VISUMATIC Business System you put into a dealer's shop increases your profit because it never stops selling brake parts. It's a constant reminder that professional brake service is the dealer's specialty. VISUMATIC is a proven brake service business builder.

But, what's *inside* the VISUMATIC is what pays off for your dealer customer. Master Cylinders, Wheel Cylinders, Brake Hardware, Repair Kits, Brake Hoses and more... parts immediately available for the domestic and import vehicles he's working on. The dealer can do more brake jobs, do them faster and free up bays quicker because he will have the right parts when he needs them. Plus, the VISUMATIC System incorporates a simple, foolproof method of re-stocking parts: a quick glance shows which parts have sold and require replacement.

And the best part is that every dollar invested by you and your customer is 100% protected by the VISUMATIC System against obsolete parts. Get complete details on the VISUMATIC System. It's a money-maker that never stops selling.

DATELINE



The look of success—the Pipeline has increased business at least 20% after NAPA AUTO PARTS/Waupun Auto Supply converted to the familiar blue and grey exterior.

HIT THE JACKPOT WITH NAPA'S PIPELINE

Pipelining pays off everywhere—from Waupun, Wisconsin, to DeKalb, Illinois. Since **Bill Gerrits** pipelined his NAPA AUTO PARTS store in Waupun (served by NAPA Milwaukee), business has increased 20%. "After learning of the Pipeline Program at the 1986 Marketing Conference, I knew it was a no-lose program," Gerrits said.

"We completed the interior and exterior pipelining by July of last year. We have been recouping our investment from the day the pipelined store was completed. Remodeling the store not only helped our business but helped to rejuvenate downtown Waupun, an area beset by urban flight. Consumers returned to shop in the downtown area. As a result, my retail sales have nearly tripled in the past year."

It's not the front cover of *Life* magazine, but front page photo coverage by the DeKalb, Illinois' *Daily Chronicle* of his store while it was being pipelined has given **Tim King's** NAPA AUTO PARTS store plenty of publicity. "More people know about the store simply because of the attractive exterior," he said. "It just makes sound business sense to convert the store (served by NAPA Chicago) and reap the benefits of recognition from the national advertising."



PLAY BALL

The Minneapolis and Owatonna Distribution Centers recently took more than 600 jobbers, customers and friends out to the ballgame at the Metrodome, home of the Minnesota Twins. The fun started with a cookout at the Minneapolis D.C. and tours of the facility.



FRIENDS CELEBRATE 45 YEARS

More than 3,100 customers, spouses and factory representatives from Nebraska, Iowa, Kansas and Colorado marked the 45th anniversary of NAPA AUTO PARTS/Friend's Motor Supply (served by NAPA Omaha) at a barbecue held at the local fairgrounds.

Sixty-five Friend's employees, along with owners Jack and Dick Friend, hosted the celebration. Following the meal and door prize drawings, the party moved to Queen City Downs, which featured on its quarter horse slate the Friend's 45th Anniversary Race. Friend's business has expanded from one to seven locations serving Nebraska and the surrounding states since its first store opened in the 1940s.



Frank Hiles (left) sells to Marty Chestnutt.

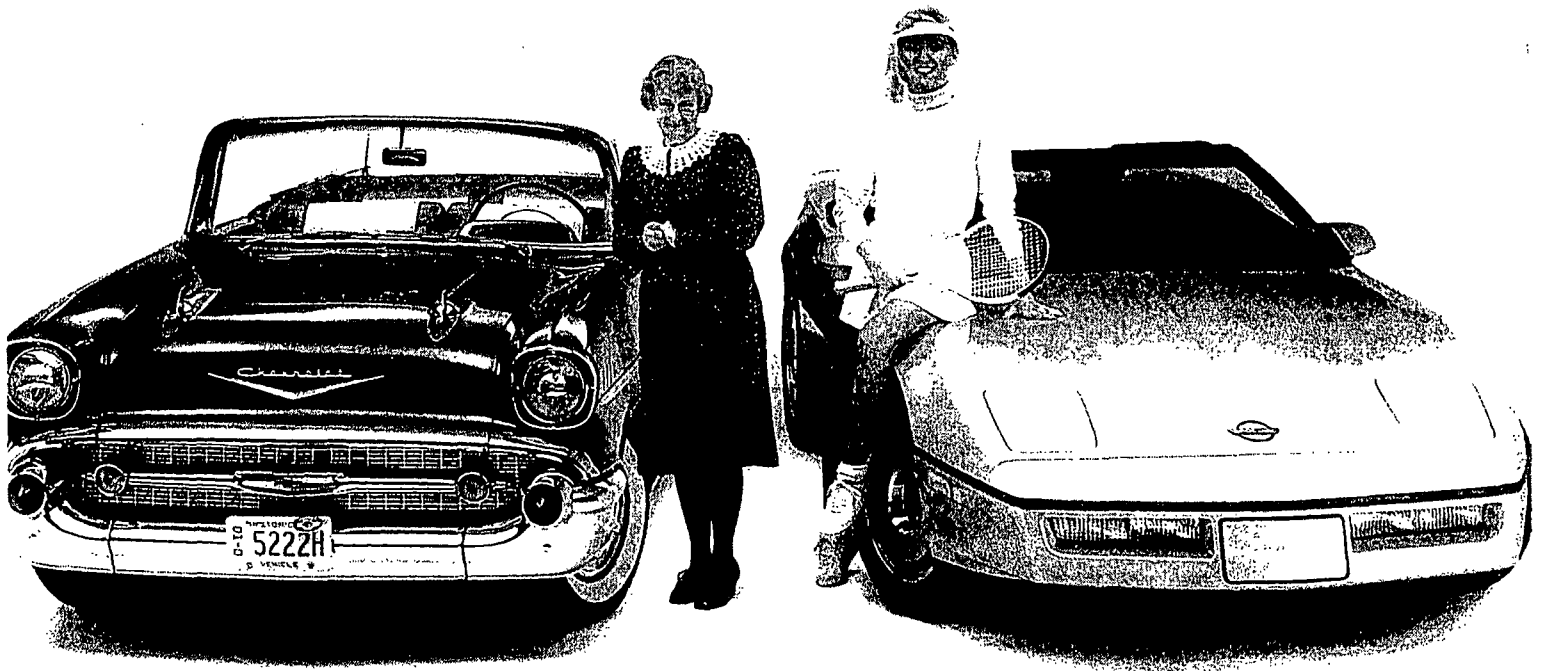
RETIRE WITH NAPA

Retirement has not even slowed Frank Hiles' pace with NAPA. The manager for NAPA AUTO PARTS/Anderson Auto Parts (served by NAPA Tampa) in Sarasota, Florida, recently retired but continues to open the business every morning as he has since 1944, when he started in Anderson, South Carolina. In 1952, Hiles moved to the Sarasota store.

OOPS...

Bill Cheatham, owner of NAPA AUTO PARTS/Pulaski Auto Parts, in Pulaski, Tennessee, has filled the community's automotive aftermarket needs since 1956. In the August/September issue, *Outlook* incorrectly reported Cheatham's service period with NAPA Nashville. The Distribution Center began servicing Cheatham's store in early 1987. We apologize for the error.

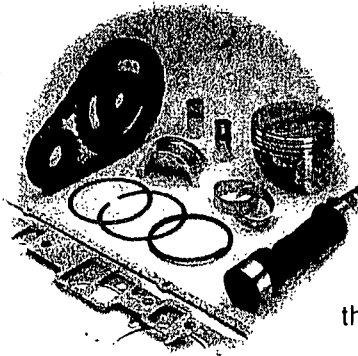
Which car owner can get their engine rebuilt with a complete NAPA engine kit?



Both of them!

NAPA offers more engine kits for more cars and light trucks, from valuable old classics to new domestics and imports, as well as agricultural and heavy duty.

And with the NAPA engine kit programs, you can offer your customers about any parts



kit assortment they need at big savings . . . anything from a basic re-ring kit to a complete master engine kit.

So the next time a customer, any customer, needs a major or minor engine rebuild, you've got the answer . . . NAPA Engine Kits.

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NAPA

Fall 1988 Headlamp & Miniature Bulb Promotion



FOR
NAPA AUTO PARTS stores

**Special
Pricing**

**on Automotive Headlamps
and High Volume
Miniature Bulbs.**

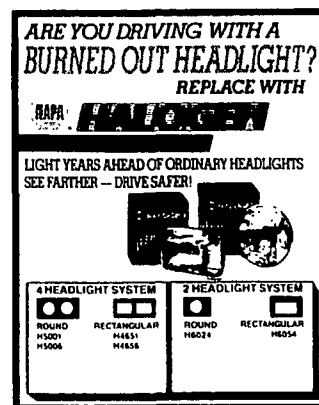
Maximize Your Sell-Thru Opportunities

The Installing Dealer Market Opportunity

- Halogen Headlamp
Installation Incentive
- "SECRET CUSTOMER" contest
WIN \$50

The D-I-Y Consumer Market

- Advertising
- Display Contest
234 Cash Prizes



**Contact Your Multi-Line Sales Rep
For Complete Fall Promotion Details**