



NEW AIC PAMPHLET ENCOURAGES MECHANIC/MOTORIST COMMUNICATION



One auto maker that recently completed a study of what's good and what's bad about automotive service and repair today claims that their study revealed virtually no complaints about prices or alleged overcharging. According to the study, the number one complaint encountered was: "I took the car back x times and they still didn't fix it right." The number two complaint? "I took the car back x times, they didn't fix it and they were rude in the process."

Too often, complaints such as the two listed above are merely the result of poor communication between the mechanic and the motorist — and unfortunately, a simple misunderstanding is all it takes to turn a customer away from a service repair outlet.

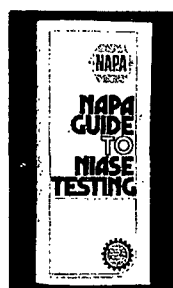
To help service repair operators overcome such problems with their customers, the Automotive Information Council (AIC) now has available a pamphlet that advises car owners how to best deal with mechanics.

Entitled "Communicate with your Mechanic and Save" (see page 15, *OUTLOOK* Vol. 15, #1 for a thorough review of the pamphlet contents), the folder offers tips on how to describe problems to the mechanic or service writer, suggests preparation of a written list of problems, tells how to select a service facility and what to look for when doing it, how to make better use of the owner's manual and other points of advice.

Both government and industry studies show that the biggest reason for service complaints is a lack of proper communication between the car owner and the service facility, and the intent of this pamphlet is to help eliminate these problems.

The folder is an ideal give-away for service facilities and parts stores interested in promoting better auto service. Single copies are available free by sending a self-addressed, stamped envelope to Automotive Information Council, 28333 Telegraph Road, Southfield, Michigan 48034. They can also be ordered in quantity at \$4.00 per one hundred copies, postage-paid. Space is provided for a store or service facility imprint.

NOW'S THE TIME TO PROMOTE NIASE CERTIFICATION



One of the primary aims of your NAPA 1982 programs is to go farther than ever before toward assisting the professional mechanic with his business. Accordingly, actively promoting NIASE mechanic certification should be an integral part of your commitment to the service repair trade.

Now is the time to promote NIASE's certification program and the "NAPA Guide to NIASE Testing" to your dealer customers. You should distribute these guides to your traditional

customers and their employees to: 1). make them aware of the certification tests, and 2). help them prepare for actually taking the tests. Additionally, now would be an ideal time to sponsor, with the assistance of your NAPA Distribution Center, a dealer "NIASE study group" clinic, with the "NAPA Guide to NIASE Testing" providing the perfect textbook.

To help you make the most effective use of this effective publication, for a limited time the "NAPA Guide to NIASE Testing" will be available *at no charge*. Contact your NAPA Distribution Center for ordering information. But act soon — quantities are limited.

PHILIP GREENING: HARD WORK AND DEDICATION

It was back in 1933 that Philip Greening began his aftermarket career, taking a job in a garage and machine shop fresh out of Eldorado High School. In March of 1934, he went to work as a delivery boy for Wakefield Parts Co., making \$2.00 a week. Shortly thereafter, he was promoted to counter sales, where his tremendous sales ability was quickly recognized. Later that same year, he was promoted to outside salesman, covering the southern Arkansas territory.

In 1936, Wakefield Parts Company was purchased by Winchester's Auto Stores of Pine Bluff, Arkansas. Greening stayed on with the new company as outside salesman for four years, working out of the Pine Bluff operation. Four years later, he transferred to the Little Rock facility, where he continued as outside salesman during the day and worked a card desk at night.

In 1942, Greening joined the Air Force to serve his country. Upon his return in 1946, he went back to work at the Little Rock operation, resuming his sales career. During this time, he also attended night school and after seven years received his degree in Business Administration from the University of Arkansas at Little Rock.

In November 1968, Winchester Auto Stores was purchased by Genuine Parts Company, forming the NAPA Little Rock operation. Greening continued his outstanding career with GPC and over the years amassed numerous sales awards, including membership in the 20M Club (three times), 330 Club (three times), the 500 Club, and last year joined the Professionals Club. He has consistently been in the top echelon of sales performance for GPC since its inception in Little Rock.

On December 31, 1981, Philip Greening retired. His story is one of success earned through hard work and dedication. All of NAPA joins his many loyal customers and friends in wishing him an enjoyable and richly deserved retirement.