

1984 IS THE YEAR TO MAKE IT NAPA BRAND NEW!

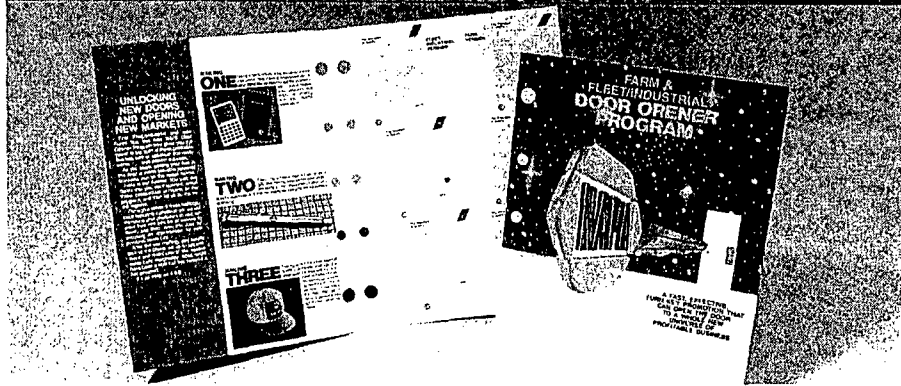
DOOR OPENER EXPANDED TO INCLUDE POTENTIAL FLEET, INDUSTRIAL AND FARM ACCOUNTS

Good news! For 1984, NAPA's highly successful Door Opener direct mail program has been expanded to include potential farm as well as fleet and industrial/institutional accounts.

The Door Opener direct mail program is designed to assist NAPA Jobbers and their outside salespeople in making initial contact with difficult-to-reach farm, fleet and industrial/institutional managers and key purchasing decision makers.

Streamlined to three mailings, the Door Opener program provides a turnkey promotion with an important local touch. You simply compile a listing of key farm, fleet or industrial/institutional purchasers within your area with whom you would like to do business. You then send this list of names (and addresses) to your NAPA Distribution Center.

Over the following weeks, each of the potential customers you've listed receives



NAPA's Door Opener direct mail program, expanded to include potential farm accounts, paves the way to gaining profitable new business.

a series of three letters, under the signature of either yourself or your outside salesperson, detailing the many items and services that your store offers these accounts. While one series of letters is targeted at fleet and industrial/institutional prospects, a second series is tailored to the specific needs of the farm market. Included with the first two letters are small yet practical incentive items — a calculator and a tire gauge.

The third and final mailer is a letter telling the prospect that you (or your outside salesperson) will be calling to make an appointment. At this point, a NAPA Gold Hat

personalized with the prospect's name will be sent directly to you so that it can be presented to the prospect when either yourself or your outside salesperson makes the sales call.

The Door Opener direct mail program is a proven way to make potential new customers more receptive to your sales call. So take advantage of it, and join the many NAPA Jobbers who have already used this program to pave the way to gaining profitable new business.

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FLEET AND INDUSTRIAL/ INSTITUTIONAL ACCOUNTS: GREAT POTENTIALS IN 1984

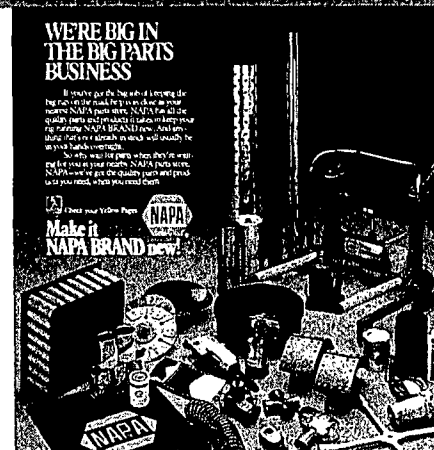
Fleet and industrial/institutional accounts represent strong potential sales for many NAPA Jobbers across the country.

As fleet accounts continue to offer untapped potential, this market will receive even greater advertising support in 1984.

First of all, advertisements in the four most read issues of two leading fleet magazines — COMMERCIAL CARRIER JOURNAL and FLEET OWNER — will let fleet maintenance and purchasing managers know that NAPA is "Big in the Big Parts Business!"

Secondly, 1984 is also the year that NAPA will be advertising for the first time ever to individual owners/operators. A new magazine ad, positioning the local NAPA store as the owner/operator's "Hometown Truck Stop," will appear in OWNER/OPERATOR magazine from January through August.

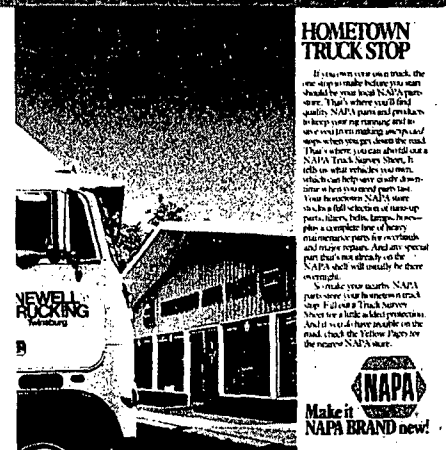
As both potential fleet and industrial/institutional accounts require a great deal of personal selling, NAPA's Door Opener



Fleet purchasing managers will receive your message of NAPA brand quality, overnight availability, coverage and service with NAPA's "We're Big in the Big Parts Business!" magazine ad.

direct mail program provides you with the tool you need to get in to see the fleet and industrial/institutional purchasing decision makers. For 1984, this successful program has been revised and streamlined to make it even easier for you to get your foot in the door.

Once you're in the door, utilize your wide range of NAPA catalogs and programs to illustrate the products and services you offer that can help these potential purchasers "Make It NAPA BRAND New!". And don't



For the first time ever, in 1984 NAPA will be advertising to the individual owner/operator with this ad, positioning your store as the "Hometown Truck Stop."

forget to use one of your new selling tools, the NAPA Real Deals program. Potential fleet and industrial/institutional customers alike will want to take advantage of these special deals on popular tools and equipment. It's just one more tangible way of showing these customers why NAPA should be their regular source of products.

If you're looking for added business, in 1984 you'll have all the tools necessary for making strong sales gains in both the fleet and industrial/institutional markets.