considerably more appealing to these respondents than a network of NAPA-authorized dealers or garages, about which they were only moderately enthusiastic. They felt that because a specialty shop does only one thing it's likely to do it well.

A significant advantage to distributing the brakes through NAPA brake centers rather than through NAPA-authorized dealers is that it would give the NAPA brand a much higher profile. Because there's virtually no brand awareness when it comes to auto brakes, a chain of NAPA brake centers could give NAPA the same top-of-the-mind association in brakes that Midas has in mufflers and that Monroe has in shock absorbers.

Asbestos

The presence or absence of asbestos in a brake product appeared to be of little or no consequence for the consumer.