The cumulative effects of all these trends, within the basic NAPA System, can be graphically measured by this progression of NAPA Sales Dollars Per Vehicle in ten years, 1960-1970:

Year	Total NAPA Sales	Total Vehicle Registration	Sales Per Vehicle
1960	187,000,000	73,000,000	$256
1961	198,000,000	76,000,000	261
1962	215,000,000	79,000,000	272
1963	225,000,000	82,000,000	274
1964	236,000,000	86,000,000	274
1965	243,000,000	90,000,000	270
1966	248,000,000	94,000,000	264
1967	268,708,000	97,000,000	274
1968	312,800,000	100,000,000	312
1969	350,597,000	105,000,000	336
1970	395,800,000	109,000,000	368

The most significant observation here is, that while total registration is increasing—and therefore, our total dollars—it is our dollars *per vehicle* which are setting the trend we must continue in the years ahead.

Relation of these figures to the graphic depictions of our total market on the following pages will help to bring all of these trends into clearer focus.