



NEWS &



PRODUCTS

NAPA MACHINE SHOP SERVICE PROMOTION KIT BUILDS TRAFFIC, INCREASES AWARENESS

A twenty-piece machine shop promotional kit is now being offered by NAPA Engine Parts.

The comprehensive promotional kit is specifically designed to help NAPA Jobbers increase the awareness of their machine shop capabilities. In addition, the items in this kit can pull sales into the store from both the independent garage and dealer levels.

The kit includes a measurements equivalent chart, time/dollar conversion table, telephone reminders, store hour decals, NAPA Machine Shop pocket protectors, engine and head tags, shop service banner, head reconditioning poster, storefront shop service signs, a "No Admittance" sign, a full color "Why A Complete Job" poster, printed polyethylene side-weld bags, ad slicks for newspaper and Yellow Page ads, NAPA Shop emblems, motor vehicle repair estimate forms, total engine care flyers, shop work orders, telephone pressure sensitive labels, a sixteen-holed valve stick and a three-ring binder.

The promotional kit is available with all of the above mentioned materials, or individual items can be ordered separately. In addition, a special introductory kit including all items except the telephone pressure sensitive labels, shop work orders, valve stick and three-ring binder, is available at a special price.

This sales-boosting promotional kit enables the NAPA Jobber to advertise his machine shop skills and pull customers into his store. It's a high impact method for increasing visibility and profits.

For additional information, contact your NAPA Distribution Center.

NAPA SHOCKS ANNOUNCES NEW LINE OF NITROGEN GAS CHARGED SHOCKS & STRUTS

NAPA Shocks has announced the introduction of a new line of nitrogen gas charged shocks and struts for domestic and import vehicles.

The new line features a 120 PSI charge of nitrogen gas which eliminates oil foaming and aeration, the greatest cause of shock fade and loss of control. Other benefits include a smoother ride and less noise transmission from suspension parts.

With 85% of Ford, 50% of Chrysler and 25% of GM vehicles expected to be OE-equipped with gas charged shocks by 1985, the new NAPA Gas Charged Shock and Strut line will be in high demand from NAPA Jobbers.

For further details, contact your NAPA Mufflers and Shocks representative.

NAPA U-JOINTS ANNOUNCES NEW FOCUS ON QUALITY DEALER TRAINING

Quality dealer training is the focal point of an aggressive new marketing plan announced at the recent NAPA U-Joint Sales and Training Conference.

Part of the plan calls for each member of the NAPA U-Joints sales team to achieve Automotive Service Excellence (ASE) certification by mid-year, 1984.

It's felt that certification of its own sales force is a critical part of NAPA U-Joint's training program, as it gives sales representatives a unique ability to address the training needs of the NAPA Dealer.

This year's Sales and Training Conference was expanded to allow for extensive classroom instruction and "hands-

on" training. The meeting also premiered two new NAPA U-Joints training/product information films, bringing the total number available to three. For more information, contact your NAPA U-Joints sales representative.

MARTIN-SENOUR OPENS WEST COAST AUTOMOTIVE REFINISHING TRAINING CENTER

After 17 years of successfully training thousands of NAPA personnel in its Automotive Training Center at Countryside, Illinois, Martin-Senour has opened a second modern training facility in Los Angeles, California.

The new West Coast Training Center is designed to make it easier for NAPA Jobbers and employees located west of the Rocky Mountains to take advantage of this ongoing educational program.

The new West Coast Training Center offers up-to-date facilities for classroom instruction with the latest audio visual equipment. A modern workroom is equipped for "hands-on" automotive refinishing and features several ventilated spray booths. Other activities include workshops conducted by professional instructors; question and answer sessions; and special role playing exercises in which participants can apply what they've learned in a head-to-head selling situation.

Tuition to the Automotive Refinishing Center is free, and Martin-Senour provides transportation between motel and classroom, as well as lunches and a graduation banquet at the conclusion of the program. Each participant is awarded a diploma certifying that he or she has successfully completed the course.

For information, contact either of the Martin-Senour Automotive Refinishing Training Centers:

The Martin-Senour Company	West Coast Training Center
5422 Dansher Road	333 West Washington Blvd.
Countryside, IL 60525	Los Angeles, CA 90015
(Phone 312/579-4100)	(Phone 213/347-4701)

SPECIAL COUNTER CARD, POSTER PROMOTE REGULAR BELT REPLACEMENT

A special poster and counter card designed to encourage car owners to change their cooling system belts on a regular basis is being sent to all NAPA Jobbers by NAPA Belts/Hose.

Headlined, "Remember: You can't tell when a belt is about to break," the poster and card recommend that car owners replace their cooling system belts if their vehicle is four years old or older.

The point-of-sale items are part of a national consumer merchandising campaign developed by NAPA Belts/Hose as a result of more than three years of research and market testing. Surveys by NAPA Belts/Hose indicate that most car owners and even many professional mechanics don't know when to replace V-belts, as with today's improved construction, belts don't show wear as they did in the past.

To encourage NAPA Jobbers to display the poster and counter card, an extra incentive has been tied in with the 1984 Counter Agent related selling program sponsored by NAPA Belts/Hose.

This year, NAPA counter people will receive a \$10.00 Bonus Award for displaying the poster or card when waiting on a Counter Agent. The Bonus Award is in addition to a \$25.00 prize for suggesting that the Counter Agent purchase a related V-belt or hose.