



NEWS &

NEW!

PRODUCTS

NOMINATIONS FOR 1986 NAPA/ASE TECHNICIAN OF THE YEAR UNDERWAY

Nominations for the 1986 NAPA/ASE Technician of the Year will be accepted until July 31st. NAPA AUTO PARTS stores may nominate as many mechanics as they feel are worthy of this prestigious award.

Once nominations are in the Distribution Centers, each D.C. will pick one mechanic to represent its trading area. Final nominations from the D.C.s are due at NAPA Headquarters by August 14, 1986. Headquarters will then select 25 finalists out of 73 semi-finalists. Finally, during the last week of September, a panel of five trade journal editors will make the final selection for 1986's NAPA/ASE Technician of the Year.

Now in its fifth year, the NAPA/ASE Technician of the Year Program, sponsored by NAPA and NAPA Engine/Chassis Parts, recognizes excellence in the automotive service industry. The contest is open to all mechanics certified by the National Institute for Automotive Service Excellence (ASE).

Selection for the Technician of the Year is based on technical skill, good business practices, merchandising and sales promotion efforts, participation in training clinics and community/civic involvement.

For further information on the 1986 Technician of the Year Program, contact your Distribution Center Sales Manager or NAPA Engine/Chassis Parts sales representative.

PETERSEN MANUFACTURING EXPANDS "C" CLAMP LINE

Petersen Manufacturing has expanded its line of "C" clamps to include 4, 6, 11, 18 and 24-inch sizes. All of these new sizes feature clamps with or without self-leveling swivel pads and have fast and easy locking/release action.

"C" clamps that have swivel pads enable the user to clamp most woods, plastics and soft metals without damaging the surface. The clamp's self-leveling action allows for secure clamping of tapered or uneven surfaces — perfect for auto body and metal work.

For more information on the expanded line of quick locking "C" clamps from Petersen Manufacturing, contact your Distribution Center Sales Manager or Multi-Line sales representative.

NEW AIR POLISHER FROM BLACK & DECKER

A new seven-inch, right angle air polisher — with ball-bearing construction for long life — is now available from Black & Decker.

The new polisher (model 6118) features a progressive action throttle which provides maximum feathering control. This kind of throttle, in combination with a built-in air regulator, gives the operator of this new polisher super-sensitive control.

Black & Decker's new polisher comes with a seven-inch backing pad, locknut and a full one-year warranty. A side handle also is provided and can be mounted on either side for right or left-hand operation. Maximum no-load speed for the polisher is 2300 RPM at 90 psi.

To find out more about Black & Decker's new air polisher, get in touch with your Distribution Center's Sales Manager or Multi-Line sales representative.

MAINTENANCE FREE BELT INTRODUCED BY NAPA BELTS & HOSE

NAPA Belts & Hose's new engine belt, called the NAPA Premium XL, is a cool-running, long-lasting V-belt that will automatically adjust for tension loss.

The NAPA Premium XL has several unique design features including a variable notch pattern molded into the underside of the belt, precision shaped sidewalls and fiber-loaded rubber reinforcement.

Exhaustive laboratory and field tests have proven that the NAPA Premium XL's design delivers added performance because it has less heat buildup and runs smoother.

Retensioning requirements for the NAPA Premium XL V-belt are minimal because its elastic members contract slightly when it warms up to normal operating temperatures. This enables a properly tensioned belt to maintain a more constant tension for the duration of its service life.

To find out more about the NAPA Premium XL V-belt, get in touch with your Distribution Center Sales Manager or NAPA Belts & Hose sales representative.

100% CO-OP FROM NAPA

NAPA AUTO PARTS stores contributing to the National Advertising Program can get more for their money, in 1986, with 100% co-op.

This new 100% co-op is for local advertising done from January 1 to December 31, 1986. And, since 100% of a NAPA AUTO PARTS store's contribution to the National Advertising Program is reimbursable, that means more money which a store can put to good use.

Almost everything a NAPA AUTO PARTS store does to make consumers in its local market aware of its existence is reimbursable. That includes such things as local television and radio advertising, local newspaper advertising, billboards and purchase of NAPA signage and Pipeline materials (also included is the installation costs of the Pipeline material).

The 100% co-op, and participation in the National Advertising Program, lets any NAPA AUTO PARTS store take full advantage of all the sales tools that make up NAPA's marketing programs. And all of these sales tools can work in the local market.

So don't hesitate! Contact your Distribution Center's Sales Manager today to find out how you can get 100% co-op and the full advantages of NAPA's National Advertising Program.

NEW SPRAY PAINT EQUIPMENT FROM NAPA PAINT SPRAY EQUIPMENT

NAPA Paint Spray Equipment has introduced a new air pressure paint system, called the NAPA Match Maker II, that provides larger paint capacity, more maneuverability and dexterity, as well as improved consistency of coverage.

The NAPA Match Maker II features a hook-on, two-quart spray paint container that can be worn from a belt or hung from a person's shoulder. With these choices of carrying the container, refinishers can get a longer spraying time and less interruption from remixing, refilling and readjusting.

A separate spray cup will allow longer, faster strokes, thereby reducing operator fatigue. Also, the NAPA Match Maker II allows the operator to spray from any position, even under rocker panels, without dripping paint. Since the spray gun is not connected with the cup, it can be angled in practically every direction to easily cover hard-to-reach areas.

For further information on the NAPA Match Maker II (model 70-708), contact your Distribution Center's Sales Manager or NAPA Paint Spray Equipment sales representative.