PLAINTIFF'S EXHIBIT AB-59
PENGAD-Bayonne,N.J

INTRODUCTION

BACKGROUND

NAPA is considering offering automobile brakes to the public under the brand name NAPA. NAPA brakes could be sold to the public in several ways.

One way would be to have NAPA brake centers, just as Midas has Midas muffler shops. The car owner needing a brake job would drive into the NAPA shop and have the brakes installed by NAPA-authorized mechanics.

A second way would be to build a network of service stations and independent garages authorized to install the brakes. With this approach, the car owner would go to a NAPA-authorized dealer who would install the NAPA brakes with his own mechanics.

OBJECTIVES

1. To gain additional insights into the consumer image of NAPA.

2. To discuss the dynamics of the buying decision process for brakes.

3. To assess the strengths and weaknesses of the lifetime warranty program.

Additionally, this research is intended to learn car owners' attitudes toward: