



NEWS &



PRODUCTS

NAPA OIL SEALS PROMOTION BENEFITS JOBBERS AND DEALERS

NAPA's Chassis Parts has introduced a new line of NAPA-brand oil seals to the automotive aftermarket.

These new seals have improved sealing performance and durability, plus a fine-line contact with shaft to reduce drag and heat build-up. The sealing element is made of tough Nitril (Bund N) for extended wear resistance and flexibility. A thin flex-section allows constant shaft contact and sure-sealing.

NAPA Chassis Parts manufactures these seals for all types of automotive systems — foreign and domestic car, light truck, medium and heavy duty truck, agricultural, off-highway, industrial, and commercial. To aid repair technicians in identifying the right seal for specific applications, the company will publish complete cataloging lists organized by application, interchange, and size.

To introduce the new seals and their stocking cabinets to NAPA Jobbers and their dealer customers, NAPA Chassis Parts has also announced the beginning of a comprehensive promotional campaign which will include exciting sales incentive prizes for jobbers and bonus merchandise for their dealer customers.

The sales incentive prizes for jobbers will include ten incentive grand prizes — five Alaskan fishing or hunting vacations and five Kentucky Flintlock rifle replicas — awarded by special drawing at the end of the oil seal promotion.

The amount of times that an individual jobber may enter the drawing will be determined by his promotion sales success. Every time a jobber sells a dealer a NAPA Oil Seal stocking cabinet he becomes eligible to fill out an entry form for the drawing. By increasing sales of the stocking cabinet, the jobber increases his odds of winning either an Alaskan vacation or a Kentucky rifle.

Other prizes will also be awarded for jobbers selling NAPA Oil Seal stocking cabinets. Those jobbers who sell at least ten cabinets will receive either a Carhartt's tough brown duck coat or stylish Carhartt Western coat. For sales of at least 20 cabinets, jobbers will receive a ready-to-fire black powder percussion pistol.

Dealers will also benefit in the NAPA Oil Seal Promotion. Every oil seal that they purchase will offer unsurpassed coverage and availability. The NAPA Oil Seal stocking cabinet is an excellent dealer sales aid that will make stocking oil seals and roller bearings easy and efficient. Furthermore, each stocking cabinet they purchase will include a free bonus pack of six NAPA Oil Seals and two NAPA Tapered Roller Bearings.

Special brochures and flyers have been developed to inform jobbers and dealers of ways they can participate. For these and for more information, contact your NAPA Chassis Parts sales representative.

A REMINDER FROM THE CAR CARE COUNCIL: OCTOBER IS NATIONAL CAR CARE MONTH

Just a reminder — October is National Car Care Month, sponsored by the Car Care Council, Detroit, Michigan.

The Car Care Council is making available a new 1984 ad kit which has been expanded to include all the materials necessary to tie-in a promotion with the National Car Care Month: information on how to create successful ads and

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radio announcements; a suggested press release for local media; art elements; an idea file for staging various "car care events;" and a 12 by 22-inch, red, white and blue wall poster.

Reproduction proof copies of five illustrated brochures covering various topics are also available for an additional charge. A colorful, 24 by 36-inch National Car Care Month nylon flag can also be purchased.

Each ad kit can be purchased for \$10.00; with flag \$30.00. (The flag can be purchased alone for \$25.00.) Address all inquiries and orders to: Ad Kit, Car Care Council, 600 Renaissance Center, Detroit, Michigan 48243.

COURTESY CHECKING IS A PROVEN WAY TO INCREASE DEALER SALES

Remind your dealer customers that Courtesy Checklists are the professional way to guarantee satisfied customers and repeat business. These checklists include important safety items and provide excellent preventive maintenance. That's good consumer news. And good dealer news, too. Inspecting easy-to-check parts on their repair customers' cars is an excellent method of cultivating customer goodwill, which is a proven way to increase sales and profits.

You can order the Courtesy Checklists from your Distribution Center or from NAPA Belts & Hose, Denver, Colorado.

NAPA ECHLIN INTRODUCES LINE OF BRASS REPLACEMENT FLOATS

The Echlin Manufacturing Company has introduced a line of improved performance carburetor floats. These floats, designed to replace the most popular O.E. carburetor floats, are 100% leak tested, ribbed for extra strength, completely non-absorbent, and resistant to all types of gasoline and gasoline additives.

NAPA Echlin's brass floats are capable of meeting all O.E. specifications — same fuel level at same dry float-level adjustments. However, because the brass float is completely non-absorbent, it can prevent the carburetor flooding that can hurt fuel economy and engine performance. Furthermore, there will be no dangerous fuel bowl overflow that can lead to deadly fire hazards.

So help your dealer customers avoid complaints and comebacks due to soggy plastic (Nitrophyl) float problems; tell them to insist on brass. Recommend a solution instead of what could be simply another problem!