

Harvesting Profits with

As farmers make more and more repairs to their existing equipment and vehicles, they have become the after-market's leading do-it-yourselfers. Because of this, farmers are looking for an auto parts supplier who will meet all of their demands.

And the best place for them to look is your NAPA AUTO PARTS store. For 1988, NAPA has developed a special marketing tool — NAPA's Farm Circulars — to help you develop a larger share of the farm and rural business.

NAPA's Farm Circulars will come out twice a year — during planting and harvesting season — and will consist of ten pages of product specials as well as a two page center spread that lists all

NAPA FARM CIRCULARS



NAPA AUTO PARTS stores, alphabetically, by city. Designed primarily for direct mail distribution, the circulars are a relatively inexpensive means of making certain you reach farmers in your specific area.

The circulars can be used by a group of stores serviced by one Distribution Center, by a group of stores serviced by adjoining Distribution Centers or by individual stores. Additionally, the circulars can be used as in-store handouts or as newspaper inserts. There will also be point-of-purchase (P.O.P.) support for the NAPA Farm Circular Program, including counter displays. Additional support material, such as ad slicks, will also be provided. The ad slicks will feature

products like rotors, PTO's, stock prods, u-joints, tractor sealed beams, plugs, and a variety of other farm related parts and products.

Circulars have several advantages for you over other types of advertising designed to reach farmers. For instance, they reach a more targeted audience, there's a greater amount of product displayed for sale at attractive prices in the circulars and they appeal to farmers because this group of consumers tends to buy in volume.

NAPA's Farm Circulars — they're an excellent way to be on the move to gathering your share of the profitable farm market in 1988. Contact your Distribution Center's Sales Manager for more details.

There's Gold in That Silver!

Introduced last year as an alternative line for the price-conscious shopper, NAPA SILVERLINE has been a big plus in helping NAPA AUTO PARTS stores increase their sales.

In 1988, NAPA SILVERLINE will continue to expand and improve as more and more part numbers and product lines are made available. For example, NAPA Lighting and Safety Products, NAPA Hand Tools and NAPA Batteries are the latest manufacturers to introduce NAPA SILVERLINE products.

As more NAPA manufacturers make NAPA SILVERLINE part numbers available, the greater your sales opportunities will become. That's because NAPA SILVERLINE will enable you to meet the needs of any customer who calls or comes in your NAPA AUTO PARTS store.

Because NAPA SILVERLINE is more than just a second parts line (rather, it's a whole packaging and marketing concept) it offers consumers a competitively-priced, quality product line as an alternative to the NAPA brand line. Backed by the NAPA National Warranty Program, advertising, merchandising, sales promotion materials and sales techniques, NAPA SILVERLINE will allow the price-conscious consumer to choose which



NAPA brand product line will work best for him.

And when used in conjunction with your local advertising efforts, NAPA SILVERLINE can also be useful in getting the price-conscious consumer inside your store. Here's how that can be accomplished. Check your local newspaper to see what your competition is advertising. Those advertised items are known as price sensitive items because the consumer reading the ad sees what a particular product is being sold for. That price becomes his perceived cost of the item.

NAPA SILVERLINE, when used as price sensitive items in your local advertising, will demonstrate your price-competitiveness and will help get consumers into your store. Once the con-

sumer is inside your NAPA AUTO PARTS store, you have the opportunity to sell up to the NAPA brand line or to sell the advertised NAPA SILVERLINE product.

You can also use NAPA SILVERLINE to persuade the price-conscious consumer shopping by telephone to come to your store. As an example, if a price-conscious consumer calls and asks what your mufflers cost, you can tell him that you have mufflers starting at \$21.95. When that consumer comes into your store, you have the opportunity to explain the differences between the NAPA SILVERLINE muffler and the regular NAPA brand muffler and why it may be better for the consumer to spend a few extra dollars now for a NAPA brand muffler.

You can also utilize NAPA SILVERLINE in your merchandising through special NAPA SILVERLINE gondola information panels. These panels include product information and installation tips as well as a feature comparison between the NAPA SILVERLINE line and the NAPA brand line.

In 1988, NAPA SILVERLINE is going to play an even bigger role in helping NAPA AUTO PARTS stores increase their sales to price-conscious consumers. NAPA SILVERLINE: your pot of gold.