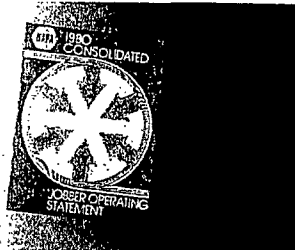




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YOU AND THE SERVICE STATION & GARAGE BUSINESS.....4

In order to plan for your own business future, you must first be aware of what the future holds for your dealer customers. Here's a look at some of the trends already apparent which will have a significant impact on the future of the full-service station and independent garage.



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REDUCING OPERATING COSTS7

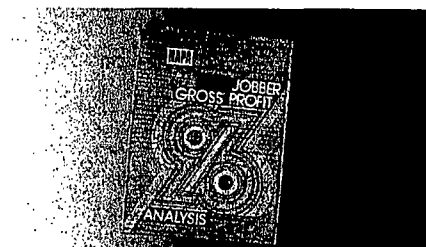
Increased profits through a reduction in operating costs is surely an enticing notion. But there's a right way and wrong way to do it. Here's a practical and methodical approach to determine whether or not cutting expenses will, in fact, increase your profits.



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IMPORTS FUTURE FORECAST: LOOKING GOOD! 11

When it comes to imports, you're in great shape for the future. Demand for import replacement parts will boom over the next few years, and you'll be ready; NAPA's imports coverage has proven itself by supplying an NAPA Parts Store that services nothing but imports!



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MARS TO THE RESCUE!17

What do you get when you combine one enterprising mechanic, one successful NAPA Jobber and a 1979 LN600 Ford? A unit called MARS — and a lot of help for stranded motorists.

INCREASING GROSS PROFITS18

Concentrating sales efforts on low gross profit lines is a common mistake that can lower your overall gross profit. By showing the profit levels that can be realized selling at various suggested price levels, the NAPA Jobber Gross Profit Analysis shows you which product lines to direct selling efforts toward for the greatest profit potential.



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DATeline NAPA19

Items of interest to NAPA and its people.

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Chris McLean, Editor & Director of Communications

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