

AND YOUR CUSTOMERS!

THREE WAYS TO WIN

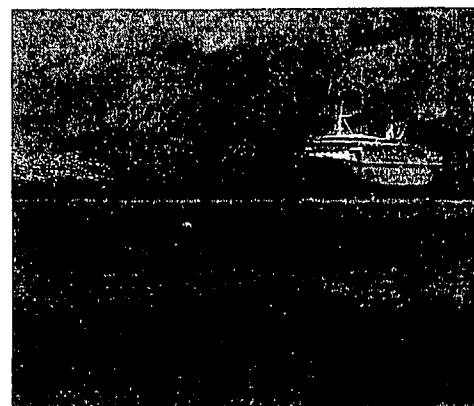
You can offer your customers three ways to win in NAPA's 1983 sales incentive program for customers ... a trip for two to the Mexican resort of Puerto Vallarta, a 4-night Bahama cruise for two aboard the M/S Starward or a selection of over 1,800 merchandise awards ranging from fine china and jewelry to electronics and furniture.

Here's how it works. You set monthly goals for each customer. When they hit or exceed those goals they earn back a certain percentage preset by you. They will also earn spiff coupons for purchases from NAPA manufacturers which they can apply to the trip or use for merchandise. If your customer chooses, he may decide to apply all of his earnings to merchandise only. Your customer chooses the awards that interest him most and you increase your sales through his increased business! Everyone wins with NAPA in 1983! Enroll all of your customers today!

The Deadline for enrollment is March 31.

BAHAMA CRUISE

Those customers opting for the Bahama cruise will spend five days and four nights aboard the M/S Starward enjoying the islands in the best possible way ... from the luxurious accommodations of the luxury liner. The ship stops at Freeport, the Berry Islands and Nassau ... the best the Caribbean has to offer!



PUERTO VALLARTA

Customers who choose Puerto Vallarta choose five fun-filled days and four romantic nights in the most luxurious of Mexican resorts. NAPA Travelers will stay at the beautiful Posada Vallarta Hotel located right on the beach. Gourmet meals, exciting entertainment and a world of exciting activities will turn this NAPA trip into a travel adventure to be remembered!



MERCHANDISE AWARDS

Merchandise awards for everyone ... in every shape and variety ... are featured in NAPA's two new 1983 sales incentive catalogs. There are toys for the kids; clothing, sporting goods and electronic items for Mom and Dad; and appliances and furniture for the home. Our 1983 "Run With It" Deluxe Catalog of Awards will motivate your customers as never before!



SPIFF COUPONS

Both you and your customers can earn valuable spiff coupons for your purchases of NAPA products. If you haven't started receiving your coupons yet, contact your Distribution Center to find out how you can get in on these fantastic award winning opportunities!

REMEMBER ... THE DEADLINE FOR ENROLLMENT IS MARCH 31.