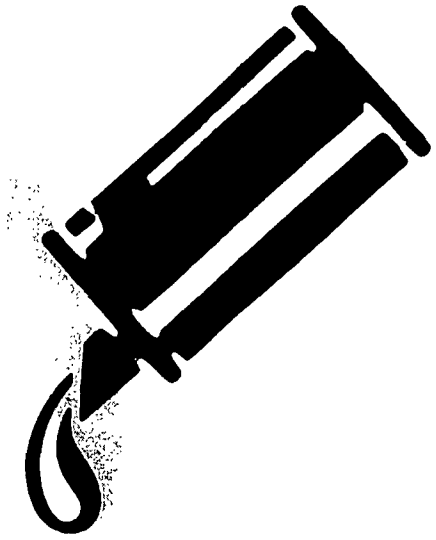
AUTOCARE UPDATE





NAPA LAUNCHES SALES MAKERS FOR FALL SEASON

Fall AutoCare promotions began this month for you and your traditional customers. Several NAPA manufacturers have developed promotions based on the seven AutoCare systems for your dealer customers. The sales generating programs were designed to draw the motoring public into the 10,000 plus NAPA AutoCare Centers from coast to coast. The specials, which were described in a recent packet you received, are highlighted as follows.

Battery

When your dealer customers sign up to participate in The Legend™ battery rebate, they also enter the Legendary Sweepstakes. Prizes include a trip to the Super Bowl, G.E. color TVs and more. The promotion features a $10 consumer rebate with the purchase of The Legend™ battery. In addition, network and cable television and magazines will promote the special during October.

Brakes

The brake special offers up to $20 off for two brake jobs. Consumers receive a $10 rebate when they have their car in for service. By bringing in a second car for brake related repair, they will receive another $10 discount.

Exhaust

This special is offered through direct mail. Dealer installers may pass along promotion prices on the NAPA Advantage and NAPA SILVERLINE mufflers.

Heating/Cooling

Preventive maintenance is the goal in performing a fall heating and cooling system checkup. As a bonus to consumers for bringing their vehicle to your NAPA AutoCare Center, they will receive a $5 discount coupon toward a spring cooling system check.

Oil and Filters

NAPA Oil and NAPA Filters has developed a promotion to attract the motoring public as they drive in for fall maintenance. For only $16.95, car owners can take advantage of an oil filter and lube special.

Shocks, Suspension and Drive Train

Specials on shocks, vari-load coil-springs and constant velocity boots are tied in with a direct mail program. The consumer may receive a free road atlas by simply stopping by any participating NAPA AutoCare Center. No purchase required.

Tune-Up

Featuring the NAPA Real Tune-Up, this promotion offers consumers the opportunity to redeem a variable coupon when they have their vehicle tuned up at a traditional customer's garage. Discount coupon values are $20 for eight cylinder engines, $15 for six cylinder engines or $10 for four cylinder engines.



National Promotion

To support the AutoCare System specials, NAPA will launch national television advertising in September and October to draw the motoring public to NAPA AutoCare Centers. Your dealer customers have received information on the fall promotion. This is the best time to follow up and sign them up for these sales generating programs.

