



THE NAPA PROFIT BUILDERS TEAM

In 1986, teamwork will take on an even broader meaning for the NAPA system. Working together to get visible is exemplified by a very special 1986 program in which NAPA Manufacturers are uniting to help you beat the competition in the retail sales market.

Retail sales are becoming a big business in the automotive aftermarket. There's lots of competition out there and to help you fight it effectively a new team, called the NAPA Profit Builders, has been formed.

The Profit Builders team is made up of Balkamp, Belden, Mac's/NAPA Oil, NAPA Batteries and NAPA Filters and they'll be working with you to increase your store traffic.

When a Profit Builders representative calls on you, he'll be telling you about all the promotions offered by the manufacturers on this sales building team. You'll be able to examine all the promotions and with that representative's assistance, decide which ones will work best for your

store. All the promotions are designed to help you attract do-it-yourselfers which will lead you to better sales and bigger profits.

Your Profit Builder representative will be a part of your team, too. He'll tell you how to merchandise more effectively and even help you plan your advertising. So, together you and the Profit Builders are going to win hands down!

So be on the look out for your Profit Builders representative. He's got a game plan you can't afford to miss out on.

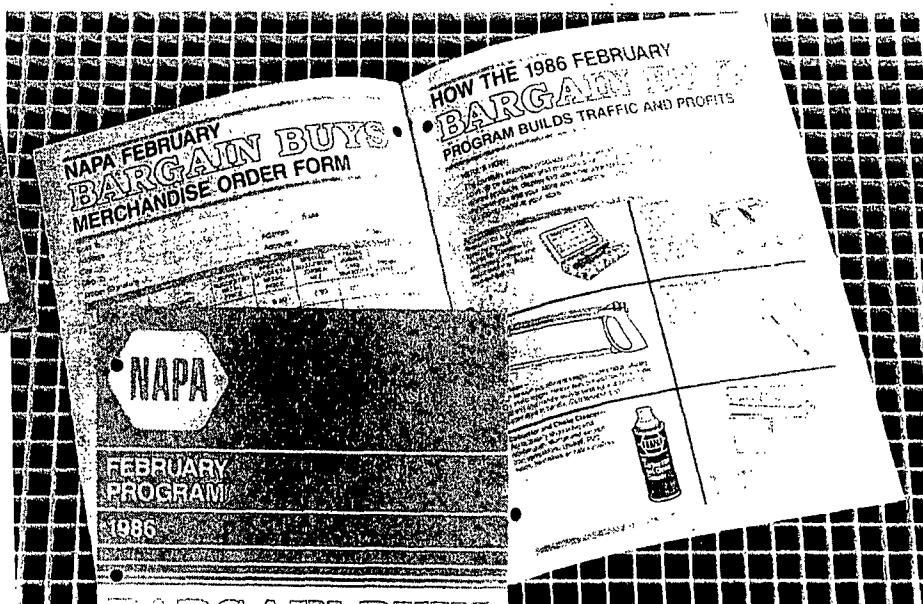
Each of the five promotions comes to you as a ready-made sales event kit, containing featured sale products, store signage and local advertising materials which include shelf talkers, banners, a radio script and a product ad slick.

To make your advertising efforts even more effective, five Bargain Buys promotions will be offered in 1986.

The 1986 Bargain Buys promotions are designed to attract D-I-Y customers by offering a wide range of specially priced, high demand items. The items are selected for their traffic building potential and are offered in coordination with seasonal time periods. For example, garden hoses will be offered during the Spring Bargain Buys promotion, an item which is in high demand in the Spring.

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BARGAIN BUYS BACK IN 1986



advantage of the increased sales opportunities offered during the winter, summer and Christmas seasons.

Jobbers signing up for the 1986 Bargain Buys promotions may choose any 10 day

period within the following Bargain Buys promotional time frames:

January 27 - March 1 (Winter).

March 24 - May 4 (Spring Car Care Days Sale).

June 9 - July 6 (Summer).

September 15 - November 9 (Fall Car Care Days Sales).

November 24 - December 24 (Christmas).

Used in conjunction with displays of related merchandise and impulse products, Bargain Buys promotions are an exceptional way to expand your retail sales base.