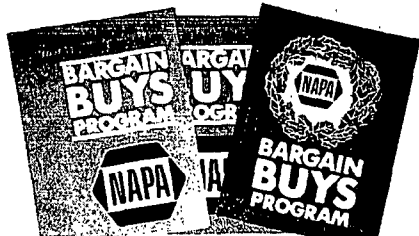


A NAPA SUCCESS STORY

BARGAIN BUYS BACK FOR '83



Due to the success of NAPA's "Bargain Buys," five of these retail-oriented promotions will be in the NAPA jobber's line-up in 1983.

Due to the overwhelming success of last year's "Bargain Buys," two more of these retail-oriented promotions have been added to your line-up for 1983.

"Bargain Buys" are limited time promotions featuring specially priced consumer items selected specifically for their ability to draw walk-in customers into the NAPA parts store. Over 100,000 consumers were brought into NAPA stores during last year's three "Bargain Buys."

And this year promises even

more store traffic as, in addition to the three "Bargain Buy" periods used last year, these promotions will also be available during both NAPA's Spring and Fall Car Care Days. As a result, all NAPA jobbers with a significant amount of retail business will be able to promote specially priced items during key sales periods throughout the year.

The "Bargain Buys" promotion periods for 1983 are as follows —
February: January 28—February 26
Spring Car Care Days: April 1 — May 28

June: June 3 — July 4

Fall Car Care Days: September 16 — November 12

Christmas: November 25 — December 24

(Remember, you should concentrate your efforts within a ten-day period during these times to most effectively use your advertising and promotional support.)

Each "Bargain Buys" promotion is complete with product, store

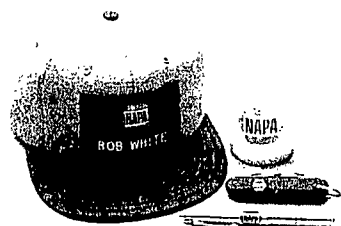
signage and local advertising materials. For example, the "Bargain Buys" promotion kits for the February, June and Christmas promotions contain:

- 2 window banners
- 4 wall posters
- 4 over-the-wire danglers
- 8 imprinted shelf talkers
- 10 unimprinted shelf talkers
- newspaper ad slick
- radio and television commercial script

The promotion kit for the Spring and Fall Car Care Days "Bargain Buys" will use the Car Care theme and include only the following materials:

- 4 two-sided posters/danglers
- 8 imprinted shelf talkers
- newspaper ad slick
- 4 radio commercial scripts

With NAPA's 1983 "Bargain Buys," participating jobbers will have a turnkey promotion with the proven ability to generate significant retail store traffic.



NAPA's "Door Opener" direct mail program consists of a series of letters, each accompanied by a small yet practical incentive item carrying the NAPA identification.



To capitalize on the great potential offered by fleet accounts, insertions in the three most-read issues of two leading fleet magazines will let readers know "NAPA is Big in the Big Parts Business!"

With fleet and industrial/institutional accounts representing a great deal of potential business for many NAPA jobbers, the Fleet/Industrial "Door-Opener" program will again be available in 1983.

This unique program is designed

USE NAPA'S DOOR OPENER PROGRAM TO

BREAK THE ICE

WITH POTENTIAL FLEET AND INDUSTRIAL ACCOUNTS

to assist you and your outside salespeople in making initial contact with difficult-to-reach fleet and industrial/institutional managers and key purchasing decision makers.

The "Door-Opener" program, introduced last year, provides you with a turnkey promotion with an important local touch. All you have to do is compile a listing of key fleet or industrial/institutional purchasing managers within your area with whom you'd like to do business. Then, simply send your list of names and addresses to your NAPA Distribution Center.

Over the following weeks, each of the prospective customers listed will receive a series of letters (under either your signature or that of your outside salesperson, whichever you prefer) detailing the many items and services that your store offers these accounts. Included with each letter is a small incentive item that is both practical and an effective carrier of the NAPA message. For example...

Mailing #1: Your first letter is sent with an NAPA glass coffee mug, complete with a packet of coffee and all the fixings to help the prospect start his day.

Mailing #2: Accompanying your second letter is a handy pocket flashlight carrying the NAPA logo.

Mailing #3: A third letter features an NAPA "Swiss Master" utility knife — a useful item the prospect can carry with him at all times.

The fourth, and final, mailer is a letter telling the prospect that you (or your outside salesman) will be calling to make an appointment. At this point, an NAPA Gold Hat, personalized with the prospect's name, will be sent directly to you so that you can present it to the prospect when you make your sales call.

When used in conjunction with NAPA's *Products for Business, Industry and Agriculture* and *Balkamp* catalogs, this "Door-Opener" program helps you make inroads with accounts you'd all but given up on. It works!