

ONE STEP AHEAD (CON'T)

MAKE WAY FOR THE MARKETING CONFERENCE

Stay ahead in your business and learn about the new programs for 1989 by attending your Marketing Conference. At the conference, the sessions offer valuable information for you as NAPA AUTO PARTS store owners to build a business strategy supported by the nationwide programs and advertising developed for the upcoming year. The Marketing Conference establishes an opportunity to meet various NAPA manufacturers, D.C. personnel and fellow jobbers. Vital training programs for your traditional customers will also be showcased at the conference where you will receive a new brochure listing the various clinics.

With the information gathered from your conference, you can begin planning your 1989 promotions. If you have not yet received details regarding your scheduled Marketing Conference, your Distribution Center will contact you soon with specifics.



BREAK INTO THE FLEET MARKET

Add major accounts which are easy to service and exist in a relatively untapped market. How so, you ask; offer NAPA United's new air brake clinic. Invite prospective and current customers—the heavy duty fleet owner/operators and technicians who service fleet vehicles. Heavy duty fleets make up a substantial market which has historically relied on specialty suppliers rather than traditional aftermarket parts stores.

As NAPA AUTO PARTS store owners, you have an edge over the other suppliers by offering quality NAPA parts and top service to these fleet owners/operators. Not only are clinics a service for your customers but your counterpeople may also sign up so they may become more familiar with needs of the heavy duty market. NAPA United's comprehensive air brake clinic includes a demonstration with a working model of the system for participants to view.

Ask your NAPA United representative about setting up a technical clinic. The clinic, conducted by experienced professionals, is yet another benefit you may offer to your customers.

MORE CV JOINTS FOR NISSANS AND CHRYSLERS

Expand your import coverage with a new CV joint kit for Nissan Sentras and Pulsars from NAPA UJoints. Designed for 1982-86 models, the kit includes an outer CV joint for the left or right side and boot, clamp and grease. NAPA UJoints also introduces a Superboot™ kit for 1981-87 Chryslers. Contact your NAPA UJoint representative for more information.

