NAPA NATIONAL AUTOMOTIVE PARTS ASSOCIATION
SUITE 1129 PARKLANE TOWERS WEST, DEARBORN, MICHIGAN 48126 (313) 336-8200

Mr. Steve Conway
President
Abex Corporation
3001 W. Big Beaver Rd./Suite 710
Troy, MI 48084

May 18, 1979

Dear Steve:

In 1976, NAPA Headquarters asked each of our manufacturers to provide substantiating verification that would allow us to use the phrase "Many NAPA parts are better than your car's original parts." The information that was provided satisfied our attorneys as well as the network standards people (the folks at each network that make sure advertising claims are true).

The claim became one of our best selling tools.

We are now being asked to update that information. Please see that your technical people provide me with the necessary information that will substantiate our claim. The information that was provided in 1976 is still good, so if you sent information in 1976 all you need do is update that information.

Since we have received a high degree of visibility from this phrase, it is important that we be as extensive as possible with our proof. I am told that letters stating factual information are sufficient; however, test data, comparative performance information and other technical testing will make it a more impressive package.

I know that you and your people are busy with day-to-day operating problems, but I'm sure you'll agree that this is an important project for all of NAPA. Considering this, I would like your reply to this as soon as possible. I would hope, however, that it could be completed by the middle of June.

I would appreciate a note alerting me as to who will be compiling this information so that we will be able to contact that person in the event of any problems or additional information requirements.

I appreciate your cooperation.

Sincerely,

Ralph Jarrells
Director of Advertising
and Communications

RJ:cm