

A choice of four of the most desirable travel destinations imaginable ... and increased sales! What a way to go in 1982 — "Go the NAPA Way." NAPA is offering all NAPA Jobbers and Dealers the finest incentive program ever designed for the automotive aftermarket.

In 1982, the emphasis will be on increasing your sales. The Spring and Fall Car Care Days promotion, the Import promotion and the "Go The NAPA Way" program will give you the chance to do just that. Thanks to eye-catching POP materials and national advertising, your customers will think of only you for their parts and service needs. With our help and your encouragement America will "Go The NAPA Way" in 1982.

NAPA has all the ingredients to excite and motivate your customers to buy more NAPA products than ever before. The entire NAPA system is geared to make sure that every level of the program generates more sales ... and more profits for you.

"GO THE NAPA WAY" MEANS MORE BUSINESS FOR YOU

Your 1982 Marketing Program is the most comprehensive ever designed for the automotive aftermarket. Each element was conceived to complement the others. Hard-hitting, high impact network television spots and national consumer publications focus attention on the two eight-week promotions — Spring Car Care Days and Fall Car Care Days. In addition, we've expanded our advertising directed at the import market.

You'll receive comprehensive, coordinated POP materials, too. Each POP kit contains an outdoor banner, ceiling hangers, posters, banners and shelf talkers. These materials will serve as a link between your sales efforts and the national advertising message. The colorful eye-catching graphics will give uniformity and a consistent look to the entire program.

UNIQUE TRAVEL

Unique Sales Incentive programs featuring the most exciting destinations

in the world are being offered to you —and your best customers. You'll have the choice of Disney World, Las Vegas, Acapulco or Hawaii. The choice won't be an easy one. Each destination offers sun, fun, excitement and the knowledge that your increased sales efforts have paid off.

EXCEPTIONAL VALUE

That's the only way to describe this sales incentive extravaganza and the 1982 "Go the NAPA Way" Marketing Program — here's why they're such exceptional values.

A GREAT PACKAGE

No matter what destination you choose, NAPA has made all the necessary arrangements to ensure that you have nothing but fun. When you arrive you'll be greeted by NAPA trip directors who'll take care of your baggage and whisk you away to the splendid accommodations of your holiday hotel.

The key to your pre-registered room will be available at the special NAPA hospitality desk, open 24 hours every day for your convenience. Your NAPA sales incentive extravaganza includes sumptuous cocktail receptions, exciting and exclusive sightseeing tours, theme evenings and scores of other activities you won't want to miss.

And the best part of all, it's all included at an exceptional value exclusively for NAPA Jobbers and Dealers.

MANUFACTURERS PROGRAM

NAPA Manufacturers have gone all out to provide you with the tools you need to build a super sales year. First, they'll contribute to the cost of two trips per outlet for those enrolled before April 30, 1982. So sign up those Dealers soon!

Next, you'll be receiving valuable "Spiff" coupons throughout the program for purchase of designated products. Every time you use a coupon for payment of your travel invoice, the cost of your trip goes down and the value goes up. You'll be proving again and again that NAPA's the only way to go!



**NEW
FOR 82**