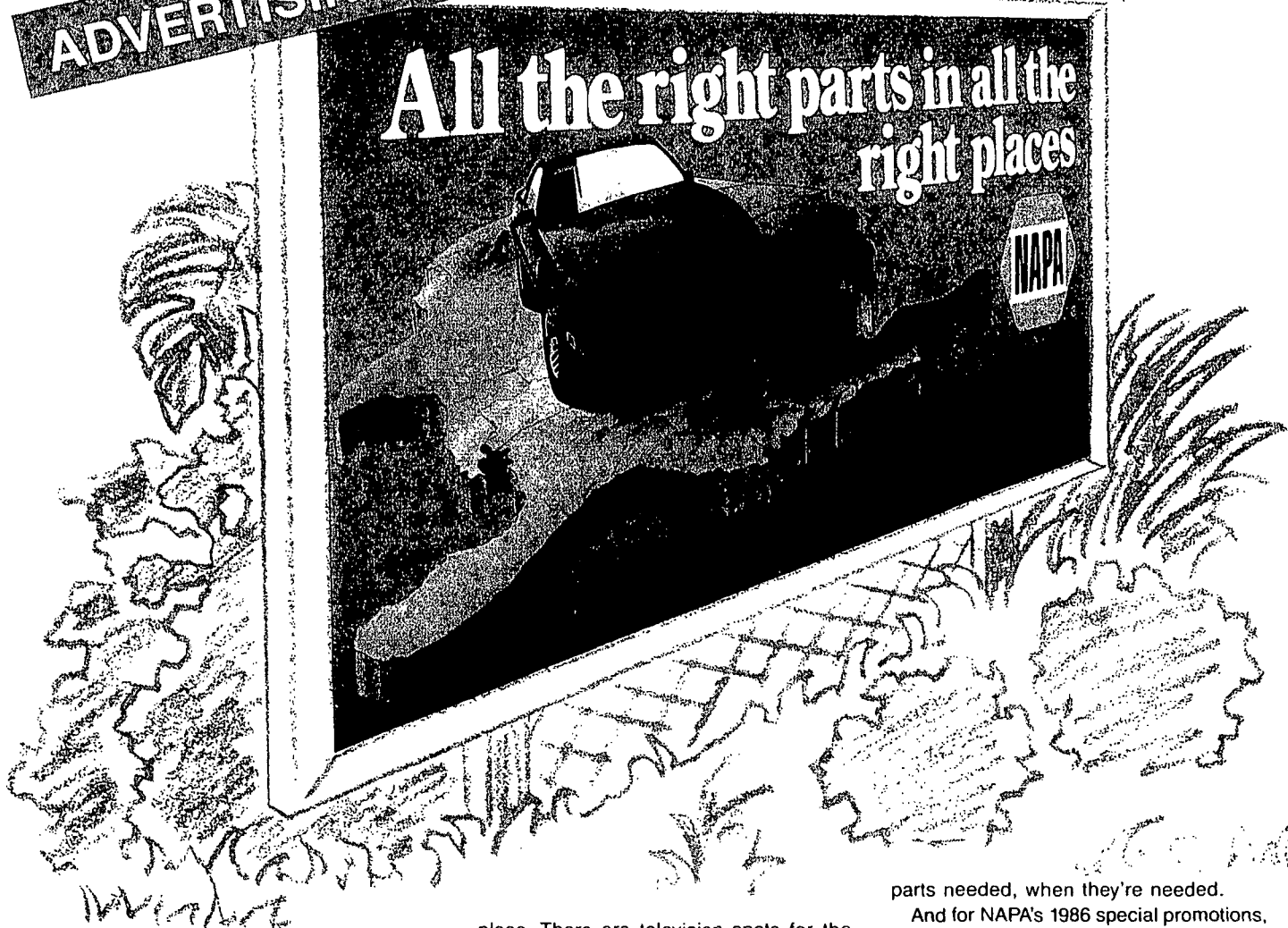


ADVERTISING OVERVIEW



NAPA did something a little different for 1986. We introduced our new slogan, "All the right parts in all the right places" and the 1986 ad campaign early. Their implementation has already begun on network television and in consumer magazines. Utilizing the new slogan, the 1986 advertising campaign is exciting, visible and its effectiveness is already beginning to show.

The new slogan, "All the right parts in all the right places", states that NAPA means auto parts by emphasizing NAPA's excellent coverage and large number of locations. The slogan is a natural tie-in with the 1986 marketing programs and theme, "Let's Get Visible". And get visible we will with the help of a variety of national and local advertising materials.

The 1986 advertising materials are designed to aid you in reaching your market-

place. There are television spots for the D-I-Y-er as well as for the dealer; magazine ads for the fleet operator as well as for the farm customer; and radio tapes for the traditional market as well as for the retail. The 1986 advertising materials supply you with all the parts you'll need to effectively reach your regular and potential customers.

On the national level, it all begins with telling the whole NAPA story in television and magazine ads that inform everyone, in every market, of NAPA's strengths.

For your dealers, the 1986 advertising puts the NAPA traditional customer in the spotlight with television and magazine advertising specially aimed at those customers who have their car repairs done by professionals.

For the farm and fleet markets, magazine ads will designate your store as the most reliable source for providing the quality

parts needed, when they're needed.

And for NAPA's 1986 special promotions, there are television and magazine ads to point out just how special our special promotions are. The Car Care Days Sales advertising will increase your store traffic and that of your dealers. In late spring "The Big Event" will take off. It's NAPA's most extensive sales promotion ever and it's guaranteed to put you at the head of the after-market race.

On the local level, you're a winner with a combination of radio, newspaper and outdoor advertising materials. The local materials are right in line with the "All the right parts in all the right places" slogan but still provide you with the flexibility you'll need to accurately adapt them to your marketplace.

So get ready. 1986 is coming up and so is a more detailed explanation of all the advertising and marketing programs. Just read on.