

NATIONAL WARRANTY PROGRAM ENSURES CUSTOMER SATISFACTION



In 1986, NAPA introduced its National Warranty Program. Almost three years later, NAPA's warranty coverage is still the most extensive in the automotive aftermarket.

Simply, the NAPA National Warranty Program says that every NAPA branded part, purchased or installed anywhere in the country, is covered by the manufacturer's warranty. If a part is defective, it will be handled by any participating NAPA AUTO PARTS store or service dealer, even if the part was not sold at that particular location.

The program has given you, the NAPA store owner and manager, an edge over your competition. Customers will associate the level of service they receive at one NAPA AUTO PARTS store with the NAPA system and name as a whole. That's why the National Warranty Program is so important; it reinforces NAPA's reputation by ensuring that wherever customers may travel or live they can depend on the same NAPA quality and service.

Dealer customers know the parts they buy from NAPA and install in their customers' vehicles are of the highest quality and they can pass this assurance along to their customers. No other automotive product supplier can give them as complete a guarantee on their products as you can. And because their customers benefit, the warranty program helps improve your traditional customers' business, which is the best incentive for them to continue using NAPA auto parts.

Motorists who are aware of the National Warranty Program, as more and more are, look for service installers displaying NAPA signs because they know they'll receive quality parts and reliable service.

NAPA's National Warranty Program is a plus for everyone involved in the NAPA system. It's good for you, the NAPA store owner and manager, because it means more customers for you. And it's good for your dealer accounts because it gives them a way to ensure their customers' satisfaction.

DIAL NAPA FOR QUALITY AND SERVICE



For almost three years, NAPA's toll-free referral number, 1-800-LET-NAPA, has put NAPA at the fingertips of consumers. Not only has the service helped consumers who are trying to find a reliable parts supplier, but it has also assured motorists across the U.S. that no matter where they are, they can find the quality auto parts and service they've come to depend on from NAPA.

When a caller dials 1-800-LET-NAPA, the call is answered by a marketing representative who gets the caller's location and then directs him or her to the nearest participating NAPA AUTO PARTS store. If the caller needs repair service, the NAPA store refers him or her to a NAPA service dealer.

Currently 1-800-LET-NAPA receives an average of 40 calls every day. During promotional advertising, this average can jump to over 100 calls a day. The toll-free number generated almost 15,000 prospective customers in 1988. This number is expected to climb as the program becomes more established and more and more consumers are aware of the service.

If you have participated in the National Advertising Program, you've already received customers as a result of the toll-free number and therefore you realize the benefits this NAPA service offers you. But in addition to bringing more customers into individual NAPA AUTO PARTS stores, the service lets motoring consumers know that NAPA is ready and able to meet their automotive supply needs, wherever they may be. You can bet with service like this, NAPA will continue to be the automotive supplier more and more consumers choose first.

