

JOIN THE SONG!

CAR CARE DAYS ARE HERE AGAIN!

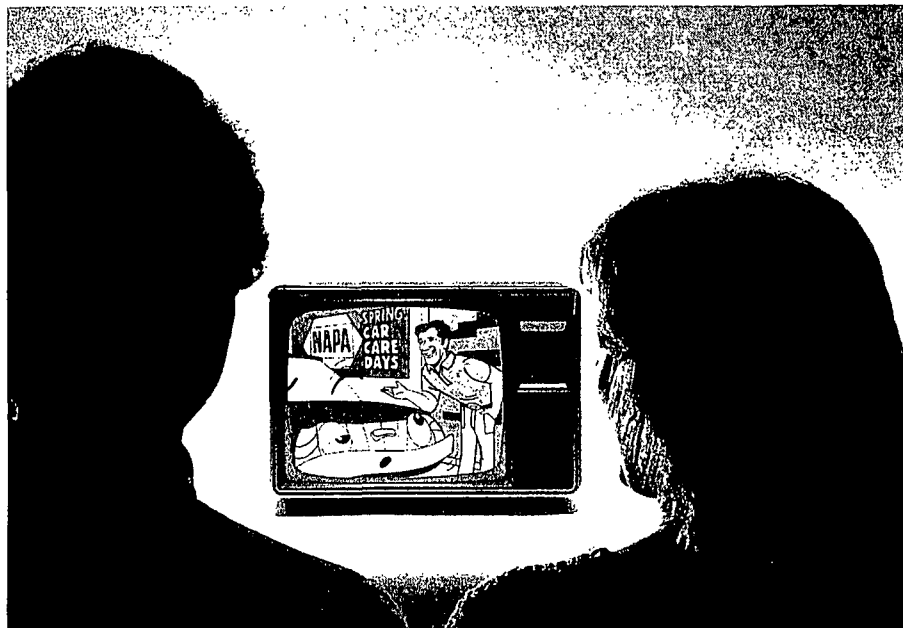
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NAPA's Spring and Fall Car Care Days are here again — to the tune of even greater sales and profits for your business over the year ahead.

These two seasonal car care promotions reappear in 1983 as the vehicles to move product through your store and your dealer customer outlets for four very important reasons:

1. The enthusiasm and participation generated by the 1982 program testified to the fact that the independent service repair trade is eager to have the kind of national identification and support provided by these Car Care Days promotions, offered exclusively by his NAPA Jobber.
2. For you, the continuation of these popular sales events represents another opportunity for increasing sales while further strengthening the bond with your dealer customers.
3. The carry over of the Car Care Days promotions gives you the added advantage that a year's worth of practice brings: *experience*. It's an opportunity to cash in on what you've already learned to produce even bigger and more effective sales programs at all levels of your business in 1983.
4. The continuation of NAPA's Car Care Days theme provides the important aspect of continuity in both NAPA's national and local advertising efforts, building upon and reinforcing customer awareness of these national sales events.

In 1983, NAPA's Car Care Days promotions will be concentrated within two eight-week periods. The spring promotion — March 28



An exciting new approach highlights upbeat network commercials airing for eight weeks in the spring and fall.

through May 22 — has been adjusted to take maximum advantage of this naturally high consumer demand period. The fall promotion — September 12 through November 6 — will continue moving product from your store through participating dealer outlets as motorists prepare their vehicles for the coming winter.

And here's how it will all come together during 1983...

NATIONAL ADVERTISING: A CALL TO ACTION ACROSS THE COUNTRY

Throughout 1983, your NAPA national network and print advertising will combine to inform motorists that the time to give their vehicles the maintenance they deserve is during NAPA's Spring and Fall Car Care Days...

Television: With a distinctive new look — they're animated cartoons! — NAPA's national network

television commercials will once again remind motorists that now is the time to visit the NAPA Parts Store and participating service outlets displaying the NAPA Car Care Days banner.

To intensify the advertising impact during these two major promotions, these television commercials will air for eight weeks in the spring (late March through late May) and eight weeks in the fall (early September through early November). They will run on a mix of sports, prime time, news and late night programming for extensive and wide-reaching advertising impressions.

Magazines — Dealer and Consumer: A strong print advertising campaign will support your network television advertising throughout 1983.

Dealer magazine ads — headlined "Create Some Excitement!"