



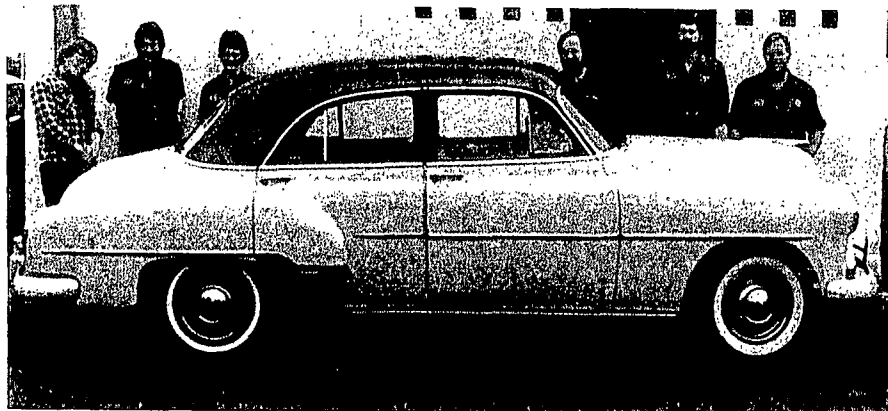
DATELINE NAPA

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LIMITED EDITION

Classic Car Giveaway



This is the "Pipeline Classic" automobile which will be given away, courtesy of the NAPA Cincinnati Local Division.

On August 24, 1986 some lucky resident in Cincinnati, OH will drive away in a "new" car, courtesy of the NAPA Cincinnati Local Division.

The car — a 1952, 4-door Chevrolet Deluxe sedan — has been made "new" thanks to numerous dealer customers of the local stores. These customers did all the rebuilding work free of charge. Necessary parts were supplied by NAPA Manufacturers.

Completely refurbished, the "Pipeline Classic" car is painted NAPA Blue, with a

small gold pin stripe, on top and NAPA gray on the bottom. Another gold pin stripe goes around the car (see photo).

The car will be given away during "Riverfest," an annual day-long festival occurring along Cincinnati's river front.

All summer long the car will be displayed at malls and shopping centers throughout the Cincinnati area. Shortly before the event, the giveaway will be advertised on a local radio station. The same station which provides a fireworks finale to Riverfest.

NAPA Recognized for Antifreeze Sales



Bob McKenna, president of NAPA, accepts the NAPA Antifreeze/BASF Wyandotte "Merchandising Excellence" award from Rich Pitera, Director of Industrial Organics for NAPA Antifreeze/BASF Wyandotte.

The entire NAPA system was recently recognized for its achievement in antifreeze sales. An award, presented by NAPA Antifreeze/BASF Wyandotte, was accepted, on behalf of the entire system, by Bob McKenna, president of NAPA.

NAPA Antifreeze/BASF Wyandotte's "Merchandising Excellence" award was in recognition of NAPA's one million gallon increase in antifreeze sales for 1985. According to Rich Pitera, NAPA Antifreeze/BASF Wyandotte's Director of Industrial Organics, NAPA's 1985 increase in sales volume "exceeded that of all other private label antifreeze distributors supplied by the company."

Congratulations to everyone in the NAPA system; this award is for you!

Sneak Peek at Next Issue

In the next issue of *Outlook* (due out in August) you'll get a preview of Las Vegas — site of the 1987 NAPA National Conference. Find out what's to see and do in the city that never sleeps. Also find out how this year's Fall Car Care Days Sale can greatly increase your sales as well as getting an update on the AutoCare Team Program.

So look for all this and more in August, it's an issue you will not want to miss!

Distribution Center, were the only ones who caught a fish on the group's deep-sea fishing trips.

During the group's stay in Lihue, HI, a town on the island of Kauai, the NAPA group went on a series of deep-sea fishing trips. And that's where Mardis, McGowan and Addiss caught their fish — a 45-lb King Mackerel.

One bets that they got tired of eating fish in a hurry!

The Latest in NAPA Fashion?

Is this the latest in store uniforms from NAPA Wearables? Before you rush out to place your order, be forewarned that it's just Jay Weiss, co-owner of Honesdale Auto Supply in Honesdale, PA (served by the Syracuse Distribution Center).

Jay is shown preparing his store for a "Loud" sale that was held during his store's recent Car Care Days Sale. Jay's "Loud" sale created quite a stir around Honesdale and the word-of-mouth advertising it generated was amazing (so were some "loud" outfits worn by the staff).

Along with his partner, Joe Verola, Jay has finished redoing the interior of their store so that it meets the Pipeline guidelines. As of this writing, Jay and Joe were waiting on the weather to break so that they could do the store's exterior.

Dinner Is Served!



For three NAPA AUTO PARTS store owners who went on the recent NAPA Incentive Program trip to Hawaii, it was more than just a vacation.

And that's because Bob Mardis (Gibson Automotive in Gibson City, IL), Chris McGowan (NAPA Auto Supply in Champaign, IL) and Mike Addiss (Addiss Auto Parts in Fairbury, IL), all serviced by the Normal