NAPA PIPELINE CONTINUES TO RAISE SALES

NAPA AUTO PARTS

Pipelining works. Sales increases for pipelined stores are more than double increases recorded by stores without the blue and grey exterior accented with a gold pipeline.

The NAPA Store Design Program has celebrated its third anniversary with more than half of the 6,600 NAPA AUTO PARTS stores as participants. The program's strength lies in the number of stores able to take advantage of the local and national recognition and tie in immediately with image advertising, successfully used in 1988 and continued for 1989 to increase consumer awareness. Image advertising during sporting events will be a primary means of effectively reaching the service installers, service consumers and DIYers. In addition, network and cable television will be the work horses of the 1989 advertising schedule.

If you're still considering adding the gold pipeline to enhance your store's exterior, remember that 1989 is the final year to include pipeline material and NAPA AUTO PARTS letters for co-op reimbursement. The pipeline is undeniably an immediate way for motorists to spot a NAPA AUTO PARTS store as they travel anywhere in the country. Don't hesitate and bypass this wise business investment opportunity.

The gold pipeline easily distinguishes NAPA AUTO PARTS stores from the competition, symbolizes the basic common thread unifying the nation's largest auto parts distributor and reminds the public of the thousands of activities that must happen to get all the right parts in all the right places.

Color is an important element of the NAPA Store Design Program, which covers the interior as well as the exterior. The neutral grey hides dirt and, when combined with blue accents, will make your store appear larger.

The comprehensive interior design includes everything from fixture layout and counter design to product placement and track lighting location. Fixtures placed at 45° angles open up the store's aisles, encouraging customers to walk through the aisles. Counter design can motivate impulse buying by adding sales snapper fixtures. Banners strategically placed throughout the store tell customers where they can locate merchandise and seek top service and technical expertise. Blue floor tape subtly draws consumers to walk throughout the store and also prompts impulse purchases. Track lighting places the spotlight on featured products and helps to make your store look open with well lit store front windows. The visual image projects a professional statement about your business.

For information, contact the NAPA Store Design Group at 404-435-3522, or your NAPA Distribution Center sales department.

CHARGE IT THE NAPA WAY

In 1988, NAPA launched its Credit Card Program to make shopping at NAPA AUTO PARTS stores easier, thereby increasing your business. The program also makes credit card and check transactions simpler and less expensive for you.

Already over 1,000 NAPA AUTO PARTS stores are displaying the NAPA/Visa card application form. The credit card is a big benefit for you because it increases sales and customer loyalty, encourages repeat business at your NAPA store, and, most importantly, increases consumer recognition of the NAPA logo. Cards are available to your business accounts as well as to individual consumers.

Consumers benefit from carrying the NAPA/Visa card as well. Owners of the card do not pay an annual credit card membership fee and they receive additional cards for family members at no cost. Additionally, they are offered car rental discounts and travel, accident and group insurance. The card, which can be used anywhere Visa is accepted, can also be used to get cash at some 15,000 Plus System automatic teller machines.



As part of the program, you can have electronic terminals installed which authorize charges on Visa, MasterCard, American Express, Diner's Club, Carte Blanche and Discover cards in seconds. Because Visa and MasterCard transactions are transmitted electronically, cash is deposited into your account in only days after a purchase. And you'll receive a discount rate of only 1.87%.

The electronic terminals also allow you to receive instant guarantees on checks of up to $600. Additionally, check authorizations only cost you 1.9% of the face amount of the check with a minimum 50 cent transaction fee and a minimum $50 per month charge.

The electronic terminal costs only $250 or you can lease it for just $16 a month. And the equipment carries a 30-day money back guarantee and a one-year warranty. There is a one time installation and set-up charge and during the second year, there is a monthly maintenance and support fee. These installation and maintenance fees cover all replacement and repair charges. If you already have a compatible terminal, all you have to pay is a one-time, reprogramming fee.

Finally, with the Credit Card program, you have a choice of how you want your American Express charges processed. You can choose electronic or voice authorization. And, depending on the payment plan you choose, you can get reimbursed for charges in as little as three days at a 3.25% discount rate to 30 days with a discount rate of 2.75%.

To get more information about NAPA's National Credit Card Program or to receive your NAPA/Visa In-store Sales Kit, contact U.S. BankCard Center 1-800-528-9189 or 1-800-233-2470 (in Tennessee).