

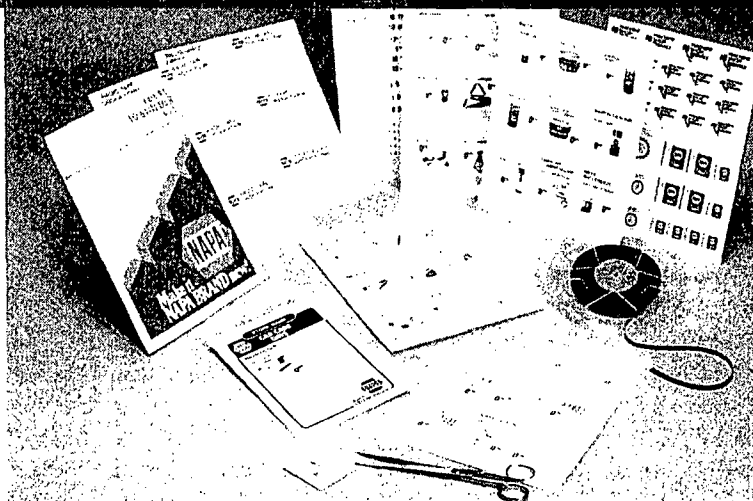
1984 IS THE YEAR TO MAKE IT NAPA BRAND NEW!

REVISED AND EXPANDED LOCAL AD BUILDER KIT: FOR MORE EFFECTIVE LOCAL ADVERTISING AND PROMOTION

To achieve even greater promotional and advertising support at the local level in 1984, NAPA Jobbers will have available an all-new Local Ad Builder Kit.

The new Local Ad Builder Kit is designed to make it as easy as possible for NAPA Jobbers in all areas of the country to take advantage of the awareness that NAPA's national advertising will create. While NAPA's national advertising will tell motorists of the need to make their vehicles "NAPA BRAND NEW!", it's up to your local advertising efforts to tell customers in your area where to buy NAPA brand products and why they should do so "right now."

To help you do exactly that, all of the elements for creating a successful local ad campaign are contained in your new Local Ad Builder Kit. Included are ad slicks, headlines and artwork, as well as clip art



You new Local Ad Builder Kit contains all of the information and materials you'll need to develop special sales events and effective local advertising geared to your particular trading area.

for over 100 NAPA products. You can easily tie your dealer customers into your local advertising with product specials or by using one of the service ads also provided in the kit.

Additionally, your new Local Ad Builder Kit also contains a list of the various advertising and promotional materials available from NAPA Manufacturers. The kits also include order forms for radio tapes, television tapes and outdoor billboards.

Lastly, information is also provided on how to plan an effective local promotion and how to buy advertising to create the greatest customer interest and awareness.

All in all, your new NAPA Local Ad Builder Kit provides all of the information and materials necessary to enable you to create special sales events and advertising campaigns tailored to your particular trading area.

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FIVE SEPARATE BARGAIN BUYS WILL HELP BOOST RETAIL SALES IN 1984

With an increased emphasis on local promotion, retail-oriented NAPA Jobbers will be in a position to offer five separate Bargain Buys promotions in 1984.

Designed to offset increasing competition for the do-it-yourself business, NAPA's Bargain Buys are limited time promotions featuring specially priced consumer items — items selected specifically for their ability to build retail store traffic. Each Bargain Buys promotion is a ready-made sales event, complete with product, store signage and local advertising materials.

The Bargain Buys promotional periods for 1984 are as follows; NAPA Jobbers may choose any 10-day period within the given time frame:

February Car Care Days

January 30—February 25

— Spring April 1—May 20

June Car Care Days

June 2—July 4

— Fall September 17—November 11

Christmas November 23—December 24



With five separate Bargain Buys promotions slated for 1984, retail-oriented NAPA Jobbers will see plenty of new sales — and plenty of new customers! — throughout the coming year.

You'll notice that two of the Bargain Buys promotions are timed to coincide with your Car Care Days promotions, while a third takes advantage of the increased shopping activity of the Christmas season.

Since the inception of the Bargain Buys program in 1982, thousands of NAPA Jobbers have proven that these short, competitive promotions effectively increase

sales at the retail level. Using the available Bargain Buys local advertising materials and in-store signage — combined with effective product merchandising, including strategically placed impulse and related items — retail-oriented NAPA Jobbers can look forward to a steady stream of new customers and the increased sales they'll bring throughout the coming year.