

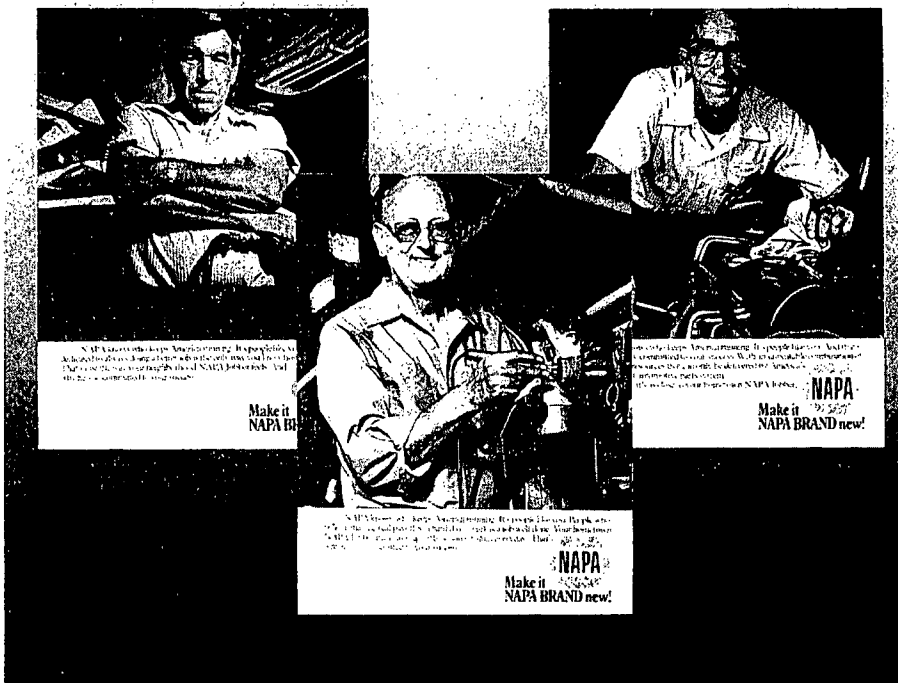
1984 IS THE YEAR TO MAKE IT NAPA BRAND NEW!

NAPA SALUTES YOUR 'BEST' CUSTOMERS WITH NEW RECOGNITION OF LABOR SERIES

With a brand new advertising campaign, in 1984 NAPA is reconfirming your dedication and commitment to the service repair trade.

NAPA's new "Recognition of Labor" campaign consists of a series of hard-hitting magazine ads featuring today's service repair technician on the job. Each ad salutes the job these professionals do and reconfirms the NAPA Jobber's commitment to their success.

This new "Recognition of Labor" series will appear in leading dealer publications throughout 1984, including: MOTOR, MOTOR/AGE, SERVICE STATION MANAGEMENT, MOTOR SERVICE and SUPER SERVICE STATION.



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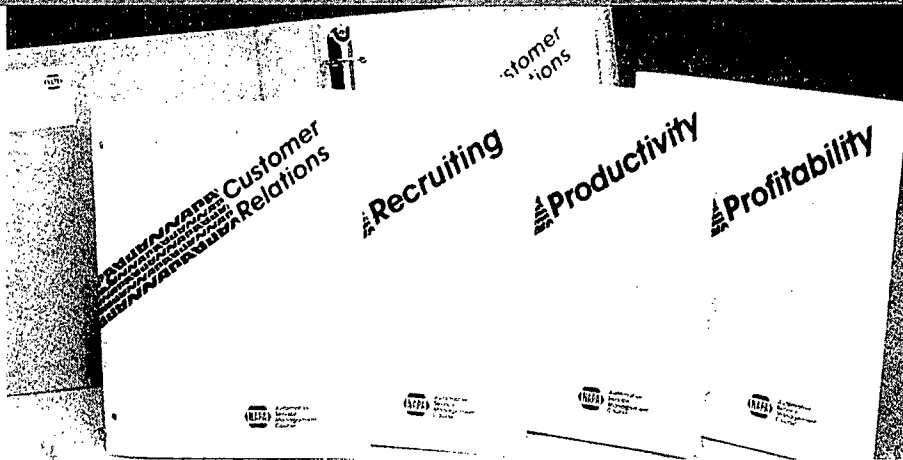
NAPA'S AUTOMOTIVE SERVICE MANAGEMENT COURSE: OF VITAL IMPORTANCE TO YOU AND YOUR CUSTOMERS

NAPA fully supports NIASE certification, and NAPA Jobbers should continue to offer NAPA's numerous technical clinics, as a vital means of advancing the professionalism and knowledge of today's service repair trade.

At the same time, it's vitally important that NAPA Jobbers continue to offer NAPA's Automotive Service Management Course as a means of providing the kind of business management training that is so direly needed at the independent service repair trade level.

Introduced in 1983, this highly acclaimed, 4-part course has received the support of numerous dealer organizations, including the Automotive Service Councils (ASC); Independent Automotive Service Association (IASA); Service Station Dealers of America (SSDA); and the Inter-Industry Conference on Automotive Collision Repair (I-ICACR).

Designed to appeal to the experienced



By offering NAPA's 4-part Automotive Service Management Course throughout 1984, you're providing a much-needed service for your dealer customers — and, in the long run, for yourself.

as well as the novice businessman-mechanic, the Automotive Service Management Course is available exclusively through NAPA Jobbers nationwide.

Why should you concern yourself with refining the business management skills of your customers? Because by offering them this Automotive Service Management Course, you're not only helping them when they most need it — you're actually opening the door to increased sales and profits for both yourself and your dealer customers.

You're providing your dealers with intensive business management training — training that's unavailable elsewhere — to enable

them to run a more profitable operation.

In turn, you're developing a better group of customers — dealers who are better able to manage their business and who have a strong commitment to you, their NAPA Jobber.

Throughout 1984, work with your NAPA Distribution Center Automotive Service Management Course coordinator to arrange courses in your area. You'll be providing your dealer customers with a service that puts you far above and beyond any of your competitors . . . and as you well know, that's the kind of service that pays off in the long run.