

REVISED INCENTIVE PROGRAMS FOR YOU AND YOUR CUSTOMERS

Last year's "Go the NAPA Way" was a great start on a new promotional marketing strategy. And for 1983, the momentum accelerates, with NAPA's new "Run With It" program.

The "Run With It" marketing program combines sure-fire sales promotions and eye-catching point-of-purchase materials with the strongest advertising schedule in the aftermarket. And to reward both you and your customers for your sales efforts, there are two great sales incentive programs for 1983.

The "NAPA Navy II" is based on the success of the original NAPA Navy of 1979. Jobbers across the country requested another program designed especially for them — and in 1983, you've got it. This is your chance to increase business *and* earn a great Caribbean cruise aboard the luxurious SS Volendam.

Thousands of NAPA jobbers have reported excellent results with the "Go the NAPA Way" program, so in 1983 you'll again be able to offer your customers an outstanding incentive program, with *two* exciting travel destinations: Puerto Vallarta, Mexico or a Bahama cruise. This dealer "Chart Your Course" program will surely increase your customers' purchases and loyalty — and ultimately, your profitability.

THE KEY ELEMENTS

The whole NAPA family is committed to increasing your sales and making these incentives easy for you and your customers to earn. Here are the key elements of your new incentive program. . .

- *Manufacturer Spiff Program* — Throughout 1983, manufacturers will offer spiff programs to you and your customers for purchases of designated products. The spiff coupons can be used to offset the cost of travel for both you and your customers.
- *Manufacturer Contributions for Customers* — Participating NAPA manufacturers will contribute to the cost of two trips per customer outlet. Contributions apply to as many customer outlets as you enroll. This contribution substantially reduces the cost and makes the trip an even more outstanding value.
- *Customer Earnback* — To further motivate your customers, we recommend that you develop an earnback program based on their total purchases from you. (Consult your "Run With It" program guide or your NAPA D.C. sales manager for a number of alternative earnback programs.)
- *Promotion* — NAPA will provide follow-up pieces for your customers. Use them on your sales calls or mail them to your customers as a reminder of the great awards that they can earn by purchasing NAPA products from you.
- *National Sales Promotions* — NAPA's Spring and Fall Car Care Days will help boost sales for you and your dealers. Network television and consumer magazine ads will direct motorists to you and your dealers' places of business for quality NAPA parts and service they can trust.
- *Motivating Merchandise* — Both you and your customers can also redeem manufacturer and distribution center spiff coupons for valuable merchandise awards.
- *Unique Travel* — The "Run With It" trips are designed exclusively for NAPA and cannot be obtained any other way. Exciting group functions and special events are combined with the best in food and accommodations to offer you and your customers the ultimate in travel adventure. . .

NAPA

RUN WITH IT!

The following NAPA manufacturers are committed to the 1983 "Run With It" program. They will be participating in the jobber earnback, contributions for customer trips and spiff programs throughout the year. We commend them for their marketing leadership.

American Brakeblok
Balkamp
Belden
Black & Decker
Champion Spark Plug
Echlin
Genaut
General Electric
K-D Tools
Mac's/Valvoline/NAPA Oil
Martin-Senour
Microtest Timing
NAPA Antifreeze
NAPA Batteries
NAPA Battery Chargers
NAPA Bearings
NAPA Belts & Hose
NAPA Brake Fluid
NAPA Chassis Parts
NAPA Engine Bearings
NAPA Engine Parts
NAPA Filters
NAPA Freon
NAPA Fuel Pumps/AC Spark Plugs
NAPA Lifting Equipment
NAPA Lighting & Safety
NAPA Mufflers
NAPA New Carburetors (Holley)
NAPA Paper Products
NAPA Service Equipment
NAPA Shocks
NAPA Specialty Tools
NAPA Temp
NAPA Thermostats
NAPA Tire Hardware
NAPA Tool Boxes
NAPA U-Joints
NAPA Wheel Weights
NAPA Windshield Products
New Britain
Northcott
Rayloc
Rockford
Siloo
Timken
United