

HEAVY DUTY LEADER

The heavy duty marketplace is a customer base that, in the past, has not reached its full potential for NAPA. Those days are over.

To meet the challenge of the heavy duty sector, NAPA has focused on one system at a time in order to secure a foothold in the market. In 1989, the attention will be on brake systems. Some of the features of the heavy duty brake systems program are:

- Price reduction on LRS, AFS and RS series thick block brake shoes.
- Increased coverage by adding 38 heavy duty brake drum part numbers and 428 part numbers for wheel attaching hardware.
- Introduction of a low end, non-asbestos block program.
- Addition of a remanufactured valve and compressor program.
- Expansion of the heavy duty oil bath seal line along with additional installation tools.
- Distribution of a complete heavy duty brake systems catalog.

To complement the extensive heavy duty parts coverage, training—technical clinics and employee programs—will be a key to securing an increased share in the marketplace.

1989 MARINE PROGRAM

In 1989, NAPA is introducing a comprehensive Marine Program to let marinas know that NAPA has the parts and supplies they need.

As part of its new Marine Program, NAPA has compiled a complete Marine Catalog of those NAPA products that have marine applications. In early 1989, NAPA will distribute the Marine Catalog to some 14,000 marinas across the country.

To support the catalog and extend NAPA's coverage of the marine market, NAPA Manufacturers who produce marine parts and supplies are stepping up their promotions of these products.

For example, NAPA Batteries is reducing the suggested jobber net prices on marine batteries, such as the Marine Deep Cycle and Commander's Edge, so that you can offer competitive retail prices to your customers. In addition, Batteries is offering an extra 2% to 4% discounts for large orders of specialty batteries, including marine. They have also relabeled their batteries to help your customers immediately identify the batteries' varied purposes—marine, RV, lawn and garden.

For more information on NAPA's Marine Program, and how you can take advantage of it, contact your Distribution Center's sales manager.

TAP INTO THE FARM MARKET

The farm and rural DIY market is a natural one for NAPA. Because farmers and rural DIYers are often miles from the nearest automotive repair shop, they must maintain and repair their vehicles and much of their farming equipment. Consequently, they have become the leading group of do-it-yourself auto mechanics.

To help you and other NAPA AUTO PARTS stores tap into this market, NAPA launched its National Farm Circular Program in 1988. The circulars came out twice a year, during planting and harvesting, and included 12 pages of product specials as well as a listing of NAPA

AUTO PARTS stores and their locations. These circulars were distributed to farmers and rural DIYers through direct mail, newspapers, shoppers and handed out at NAPA stores.

In addition to the circulars, the program was supported by point-of-purchase displays and ad slicks that were used in local advertising.

The 1988 program proved so successful in targeting the farmer and rural DIY customer and bringing more of their business into NAPA AUTO PARTS stores that it has been continued and enhanced for 1989. The highlights of the coming year's program will be the 1989

Farm Sweepstakes and the accompanying national advertising campaign. The sweepstakes' grand prize giveaways include a trip to Hawaii for the spring winner and a Chevy S-10 pickup for the fall winner.

The 1989 Farm Circular Program will once again revolve around spring and fall promotional periods. This year's circulars will feature specials on over 200 products from 28 of NAPA's Manufacturers. The spring circular period is planned to run from February 15 through April 30 and the fall circular is scheduled to begin July 3 and end October 31.

