



DATELINE NAPA

VOLUME 2 NUMBER 1

DEARBORN, MICHIGAN

LIMITED EDITION

1982 Calendar Program A NEW LOOK FOR MISS NAPA!



NAPA's 1982 calendar program introduces a brand new look for Miss NAPA. Replacing the painted "Vargas"-style renditions by Elvgren, the new Miss NAPA will greet 1982 from a glorious full-color photograph. And as Miss NAPA is sure to catch the customer's eye, there's plenty of space on the calendar for imprinting your own store personalization and advertising message, making your Miss NAPA calendar an indoor billboard that really builds customer goodwill.

In addition to the Miss NAPA calendar, 1982's program also offers an all new "Collector's Edition" calendar. Boasting beautiful full-color photographs of twelve of the most exquisite automobiles ever made, the NAPA "Collector's Edition" calendar for 1982 highlights the "class" in classic cars.

Also available for 1982 is the NAPA Home Appointment calendar, featuring painted renditions (suitable for framing) of twelve classic cars that are the pride and joy of the industry.

Two Christmas season greeting card selections and a special incentive gift for early orders add to this already outstanding calendar program. Information on the 1982 NAPA Calendar Program will be sent to all NAPA Parts Store Owners - watch for it!

FUTURE BRIGHT FOR SALES OF REMANUFAC- TURED PARTS

As a result of inflation, better educated consumers and changing attitudes toward new car purchasing and present car maintenance, remanufactured parts may well account for 50 percent or more of automotive after-market parts sales by the end of this decade.

Faced with high prices and interest rates, people are hanging onto their present cars longer than before. What's more, they're also searching for the best dollar value when it comes to car maintenance and repair. Accordingly, today's car owners are discovering that remanufactured parts are "good as new," or even "better than new" in cases where original equipment performance requirements are exceeded, yet cost up to 50 percent less than their newly manufactured counterparts. Remanufactured parts also cost less to the wholesaler, as well as conserve energy and reduce the drain on raw materials.

Currently, sales of many remanufactured parts are already beginning this upward trend, and indications are that there's a healthy future for the sale of remanufactured replacement parts.

CORRECTION: Martin-Senour Automotive Refinishing Training Center

In the last issue of OUTLOOK (Vol. 13, #6), on page 25 it was incorrectly stated that at the Martin-Senour Automotive Refinishing Training Center, "Tuition is free; lodging, lunches and a graduation banquet are all provided." For 1981's program, it should read as follows: "Tuition is free, with lunches and a graduation banquet provided." NAPA Jobbers pay only for lodging.