



®



Our Story. **Your Future.**



Our Story. Your Future.

WELCOME!

Thank you for your interest in becoming part of the NAPA family. For more than 85 years, NAPA AUTO PARTS store ownership has offered financial security, freedom and pride of business ownership, and a sense of community to thousands of individuals and their families. As a NAPA AUTO PARTS store owner, you are backed by the training, support, and name recognition of a national brand that people associate with great products and unparalleled service.

When you open a NAPA AUTO PARTS store, you're joining a network of stores with a proven business model and a network of support representatives that is available to assist you each and every day. We are dedicated to making independent store owners successful, and by continually outperforming the competition, the NAPA brand leads the aftermarket in auto parts sales. With 64 strategically placed NAPA distribution centers, your store and the more than 6,100 NAPA AUTO PARTS stores nationwide will be fully stocked with the right products at the right price.

We hope this brochure will provide you with an introduction to Our Story – The NAPA Story. You will undoubtedly have many questions, so if you decide that owning a NAPA AUTO PARTS store is something you would like to pursue, we stand ready to help make your dream a reality. Thank you again for considering Our Story, Your Future.

Best regards,



Dan Askey
President, National Automotive Parts Association

WHY NAPA? FIVE SIMPLE REASONS...

Equity

Our owners tell us that NAPA AUTO PARTS stores are solid investments that offer the opportunity for owners to build real wealth over time. It's an equity business that can provide for your family and you throughout your ownership and in retirement. With a NAPA AUTO PARTS store, you also have the opportunity to keep the business you build in the family and pass it to the next generation.

Income

The NAPA AUTO PARTS lifestyle is one of hard work and hands-on business ownership, and with your dedication comes a solid earnings opportunity. While equity and income are certainly important, it's not the whole story.

Freedom & Pride of Business Ownership

Our owners are proud of their stores. They truly enjoy the freedom and independence that come with owning a business, along with the ability to make decisions locally in the best interest of their families, employees, and customers.

Community

From sponsoring the local team or participating in the town parade to serving as volunteer firemen, community involvement is one of the central tenets to The NAPA Story. The store can become an asset to the community.

The NAPA Brand & Genuine Parts Company

From the beginning, the NAPA System has been invaluable in the flow of parts from manufacturers to NAPA AUTO PARTS stores.

Today, NAPA is a brand with unrivaled strengths. In fact, more wholesale customers use NAPA parts than any other auto parts supplier – and 91% of do-it-yourself customers recognize the NAPA brand name.

Genuine Parts Company (GPC), a publicly traded Fortune 250 firm (NYSE symbol "gpc", www.genpt.com) is the largest member of NAPA. Founded in 1928, Genuine Parts Company is a service organization engaged in the distribution of automotive replacement parts, industrial replacement parts, office products, and electrical/electronic materials. GPC products and services are offered through a network of approximately 2,000 operations, geographically located across the United States, Canada, and Mexico. GPC has leveraged more than 80 years of distribution and service know-how to manage these businesses the GPC way – continually improving operating and distribution center efficiencies.

**So what makes NAPA AUTO PARTS different?
The NAPA Brand, Unmatched Parts Availability,
and Training & Support set us apart from other
business ownership opportunities.**





"Owning a successful business gives me freedom to spend time with my family."

Jeff Pelley
NAPA AUTO PARTS
Castle Rock, CO



"I thought that a NAPA store would be a good long-term investment, and I was right."

Sheri Maiden
NAPA AUTO PARTS
Buellton, CA



"The backing of the NAPA System has driven our growth from one store to twelve stores today."

Carl DellaPenna
NAPA AUTO PARTS
Ligonier, PA



"We are able to give back to the community by sponsoring many things, from the 4H Club to the town fair."

Jeff Boilesen
NAPA AUTO PARTS
Ord, NE



"As NAPA store owners, we've been able to provide a comfortable living for our family."

Julie & Mike Jones
NAPA AUTO PARTS
Delta, OH

GO AHEAD AND ASK AN OWNER.

Owning a NAPA AUTO PARTS store is about building wealth and achieving financial security, pride of ownership, serving the community, and having an 85-year business model of success behind you.

When the name is NAPA,
the Standard is Quality.

All the right parts
in all the right places.

WE KEEP AMERICA RUNNING.

Get the Good Stuff[®]

NAPA KNOW HOW



WHY NAPA? THE NAPA BRAND

Since 1925, the NAPA brand has stood for quality parts and knowledgeable people, and today, NAPA is the #1 brand in the industry. More wholesale customers use NAPA parts than any other auto parts supplier. In addition, 91% of do-it-yourself customers recognize the NAPA brand name.

A strong NAPA brand supports NAPA AUTO PARTS stores and their owners. Through national and local advertising, merchandising, promotions and sponsorships, NAPA can help increase awareness and create loyal customers for your store.

National Advertising: NAPA KNOW HOW.

NAPA effectively reaches all target audiences through a dynamic, multi-million dollar advertising presence. National television commercials and leading consumer and trade publication ads remind customers of NAPA KNOW HOW. These images and promotional ads position your NAPA store as the place customers can trust and depend on for the best in products and services, as well as knowledgeable people.

In addition to extensive radio advertising, select television show sponsorships, and Major League Baseball promotions to name a few, NAPA is the primary sponsor of a NASCAR Sprint Cup team.

NASCAR continues to grow in popularity due to its highly devoted fan base. This loyalty can bring increased recognition to your NAPA AUTO PARTS store since two-thirds of NASCAR fans buy products that support the sport and almost half will switch product loyalties to a NASCAR brand. For more information on NAPA sponsorships, please visit www.NAPAsponsors.com.

The Professional Installer: Wholesale Market Communications

NAPA's national advertising campaign is focused on both retail and wholesale customers with particular attention on the professional installer.

In addition to the advantages of a nationally recognized name, NAPA offers several specialized circulars/flyers for reaching wholesale customers:

- Heavy Duty Truck Stop
- Real Deals (Tool and Equipment Specials)
- Farm Circulars
- Instant Wholesaler

These publications, which can be direct mailed or hand delivered by your outside sales force, keep you in touch with key wholesale customers and prospects all year long.

Local Retail Advertising/Merchandising

Effective local advertising, in-store merchandising and planogramming help you tie your store to NAPA's name and high-impact promotions. All NAPA AUTO PARTS stores have access to NAPA's professionally prepared and locally customized promotional materials:

- Circulars
- Newspaper Ads
- Television Commercials
- Radio Commercials
- Outdoor Billboards
- POP Kits: posters, counter cards, frame cards, shelf talkers, instructions for building displays

Group advertising coordinated by your servicing distribution center allows you to participate in retail promotions while sharing advertising costs with other NAPA AUTO PARTS stores in your area.

WHY NAPA? UNMATCHED PARTS AVAILABILITY

The National Automotive Parts Association was founded to meet America's growing need for an effective auto parts distribution system. Today, there are 64 distribution centers and more than 6,100 NAPA AUTO PARTS stores in all 50 states.

The NAPA system is dedicated to having the parts you need when you need them. With more than 422,000 parts, accessories, and supplies, NAPA provides coverage for:

- Domestic vehicles from 1910 to today's current models
- Import vehicles
- High-performance and off-road vehicles
- Heavy duty and fleet vehicles
- A complete line of tools and equipment
- Paint and body shop equipment and supplies
- Small engine and marine parts and supplies
- Industrial parts and supplies
- Farm and agricultural
- Municipalities
- National accounts

NAPA distribution centers deliver to NAPA AUTO PARTS stores five nights a week, so most parts are available to your store within 24 hours. In addition, the exclusive Jobber Order Entry & Inquiry System (JOEI) provides your NAPA AUTO PARTS store with automated, up-to-the-minute access to your servicing distribution center's complete inventory, other distribution centers' inventory nationwide, or even inventory located at neighboring NAPA AUTO PARTS stores!

Marketplace Inventory Classification

Besides your employees, inventory is your most important and valuable asset, and managing 422,000 parts is not easy, so we do not recommend doing it on your own. Every part in the NAPA System is analyzed annually to determine sales potential and to avoid obsolescence. We also introduce new parts as they enter the market.

The NAPA System's award-winning Marketplace Inventory Classification (MIC) is designed to:

- Analyze your store's inventory and tailor it to your market by zip code
- Compare your inventory to current vehicle registrations and sales trends to determine the parts that will sell fastest in your area
- Prevent obsolescence and help make sure you do not lose money on parts that do not sell or are going obsolete

By following MIC, your store will return obsolete, slow-moving, and overstocked parts for 100% of their current value.





NAPA's Value Line

For cost conscious customers, NAPA AUTO PARTS offers retail-oriented value line parts & accessories. Priced lower than our premium line of products, these value lines enable you to:

- Compete with discount retailers, distressed product resellers, and the "two-step" warehouse competition
- "Upsell" to NAPA branded premium product lines
- Meet customers' specific needs
- Establish a broader customer base

**When it comes to parts availability,
nobody beats NAPA!**



Our Story. Your Future.

WHY NAPA? TRAINING & SUPPORT

Once you decide to invest in and open a NAPA AUTO PARTS store, you'll have the whole NAPA team behind you every step of the way – from site selection and initial store set-up to the ongoing successful management of your business.

NAPA Distribution Center Representatives

At your servicing NAPA distribution center, a team of people are ready to assist you and your business in every way:

- **General Manager:** Oversees the entire operation of the distribution center and serves as your primary contact
- **Sales Manager:** Communicates and educates about the vast array of NAPA sales and marketing programs
- **Territory Sales Manager (TSM):** Your store readiness person. The TSM helps prepare your employees and merchandise your store for retail or promotions. The TSM is also responsible for completing the Marketplace Inventory Classification (MIC) program, which is the most effective tool in the industry for managing your inventory
- **Wholesale Manager:** Provides you with complete outside sales support and programs to help grow your wholesale business

System Selling Team

More than 750 System Selling Representatives, representing the major product groups across the NAPA System, are at your disposal to update your employees on product line information, provide technical training for employees and wholesale customers, and, most importantly, work with your outside sales team to sell!

Training

Knowledge is power. To exceed customer expectations today, your employees need up-to-date technical knowledge, sales expertise, and flawless customer service skills. For that reason, the NAPA System provides the best training tools in the industry.

The wide selection of instructor-led and self-study courses offered to you, to your employees, and even to your wholesale customers provides the opportunity to choose the specific training you need to succeed. NAPA training includes:

- **Store Management:** A complete program for sales, marketing, store operations, financial, inventory management, personnel, wholesale, and retail marketing for both new owners and veterans of the NAPA System
- **Outside Sales:** NAPA SalesPRO, Jobber Sales Assistance Program, Manufacturer Product and Technical Training, and more
- **Inside Sales/Delivery:** ASE "Parts Specialist" Certification, FastTrack, and Customer Service
- **Wholesale Customers:** NAPA Institute of Automotive Technology, Automotive Service Management, Customer Service/Marketing/Sales, Technician Productivity, and more than 200 technical schools, clinics, and videotapes from NAPA Manufacturers

Technology

NAPA's proprietary Total Automotive Management System (TAMS) is the complete in-store point-of-sale and business management system. TAMS helps you with:

- Point-of-Sale: Pricing and electronic cataloging
- Inventory Management: Each time you sell a part, TAMS automatically records the sale and adjusts your inventory total. TAMS also allows you to review available inventory at your servicing distribution center, other distribution centers, or even neighboring NAPA AUTO PARTS stores so that you can always do your best to provide the right part, right now
- Employee Management: Time and attendance
- Business Management: Bookkeeping, reporting, delivery, A/R, and connection to the NAPA Wide Area Network

Commercial Systems Group (CSG)

At NAPA, a team of dedicated professionals create, manage, and help sell technology solutions to wholesale customers of your store, increasing loyalty and growing sales. CSG offers:

- NAPA TRACS: Total Repair Automotive Computer System that provides complete business management for repair facilities and total NAPA ACCESS for parts pricing and availability. In the past, NAPA AUTO PARTS stores have realized a 32% increase in parts sales on average once a customer begins using TRACS.
- NAPA PROLink: An internet-based parts purchasing website providing an online NAPA catalog and pricing for your store 24/7. In the past, NAPA AUTO PARTS stores have realized a 18% increase in parts sales on average once a customer begins using PROLink.
- NAPA Integration Partner Connectivity: It just doesn't get any easier to offer NAPA connectivity and online ordering to customers using non-NAPA business management systems.

Technology from NAPA is designed to help in the complete management of your business and to build loyalty and sales with wholesale customers through connectivity.

Sales Programs

At NAPA AUTO PARTS, it is all about selling. In addition to our national marketing campaign, local advertising programs, training, and technology solutions, NAPA offers you specific sales programs tailored to select wholesale customers for your store. Two extremely important programs are NAPA AutoCare and Major Accounts.





AutoCare Program

The NAPA AutoCare Program is a unique opportunity for key wholesale customers to use the NAPA brand and network of support to build their business. The program is designed to strengthen loyalty to you and increase sales by ensuring that the NAPA AutoCare Center makes your NAPA AUTO PARTS store its "first call" and primary supplier. With your store's commitment and hard work, and through its automotive repair and collision repair programs, the NAPA AutoCare program offers independent repair shops the opportunity to tie into NAPA's nationally recognized and respected name (as a NAPA AutoCare Center, NAPA Heavy Duty Truck Service Center, or NAPA AutoCare Collision Center). The NAPA AutoCare Program provides the business building tools today's independent repair shops need most. Making the commitment to the NAPA AutoCare Program means that as your best customers' businesses grow, so will yours!

Major Accounts

This segment of the industry continues to grow and is looking to benefit from quality parts, convenience/service, cost control, ordering connectivity, and training – everything that your NAPA AUTO PARTS store can provide. Current Major Accounts include:

- Auto Centers: AAA, Meineke, Midas, Monro Muffler, Sears Tire, Tuffy/CarX
- Fleets: AITA, AT&T, CB Fleet, Pacific Gas & Electric, Penske, U-Haul, Waste Management
- Government: City of Chicago, City of Houston, Department of Defense, U.S. Postal Service,
- OE Dealership Groups: AutoNation, CB Advantage, Group1, Lithia Motors, Penske Auto
- Oil Companies: BP Amoco, Citgo, ExxonMobil, Shell, Sunoco
- Tire Companies: Big O Tires, Firestone, Goodyear, Les Schwab, Tire Kingdom

There are many advantages to owning a NAPA AUTO PARTS store - the NAPA brand, unmatched parts availability, and training and support. The greatest benefit you realize through a partnership with NAPA, however, is a better bottom line.



INVESTMENT & FINANCING

A minimum liquid capital investment of \$75,000 - \$150,000 is required for NAPA AUTO PARTS store ownership consideration. For \$75,000 - \$150,000, you may qualify for programs offered through NAPA's financial partners designed to help you achieve your dream. And since we are not a franchise, there are no costly franchise fees.

Currently, NAPA has ownership opportunities for both new store development and the purchase of existing NAPA AUTO PARTS stores nationwide.

Estimated New Store Investment:

Inventory:	\$450,000
Technology, Furniture and Fixtures:	\$80,000
Working Capital:	\$60,000
Start-Up Costs:	\$10,000
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Total Investment	\$600,000*

*Total investment includes start-up inventory, computer system, office equipment, signage, furniture and other fixtures. It does not include real estate. Minimum liquid capital investment and overall investment will vary depending on market and store size.

With your investment of \$75,000 - \$150,000, you can qualify for:

- Preferred Financing Programs offered through NAPA's Financial Partners
- Store Set-Up and Layout
- New Store Training
- Grand Opening Support
- Comprehensive Market Analysis
- Sales and Marketing Assistance
- And much more!



WHAT'S NEXT AT NAPA?

The Working Investor

The success of a NAPA AUTO PARTS store is based on you – The Working Investor. We're looking for hands-on business managers who work hard, desire more, and keep their eye on building wealth.

- Is one of your primary goals to build wealth?
- Are you passionate about hands-on business ownership?
- Do you enjoy working with people?
- Are you driven to succeed with a strong work ethic?
- Are you able to make an initial investment of \$75,000 - \$150,000?

If so, ask yourself these questions about NAPA AUTO PARTS or any business opportunity before making the investment:

- Is it a well-known brand?
- Does the system have years of proven success?
- Are there brand and customer-building marketing and sales programs?
- Are the supporting companies financially sound?
- Are current owners happy and successful?

In the NAPA family, you will find the answers are a resounding "YES." We look forward to discovering if NAPA AUTO PARTS store ownership and you are right for each other.



NAPA



For more information:
Visit www.myNAPA.com



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