



**ATTENTION NAPA STORE OWNERS/MANAGERS:**  
**Would you like to grow your parts sales by \$40,000 - \$50,000 annually?**  
**Contact your local NAPA Heating/Cooling Group Sales Rep. for details!**



## With NAPA Radiators it's not just about the part... it's about the program.

Things like price, quality, brand and reputation are certainly at the forefront of any decision involving the inventory of any automotive part. Spending your inventory dollars on the right mix of products is critical to your success. That's why with NAPA Radiators you not only get a high quality part, you get a high quality program to back you up.

### What do NAPA Store Owners think of the NAPA Radiator program?

#### NAPA, Odessa, TX

Prior to upgrading their coverage, Odessa's radiator sales averaged \$9,400 per month. After the July 2009 upgrade, sales are now averaging \$24,000 per month, despite the fact that the new inventory was put in place halfway through July! Odessa did a local area blitz as well, and their customers couldn't be happier. As a bonus, Odessa reports that related parts sales are up across the board, too!

#### Station Auto Parts, Bellevue, PA

"The new MI program combined with directs has given us the ability to price at an aggressive wholesale level while still maintaining respectable Gross Profit. In a competitive market like Pittsburgh, with numerous two-step distributors, GP was our primary concern. Thanks again for bringing us one of the best programs we've seen in quite some time!"

#### McKay Auto Parts, Litchfield, IL

"We originally got into the radiator business to prevent our competitors from getting related product sales through radiator sales. We've moved way beyond that now. One of the best compliments a successful product campaign can garner is when the competition pulls out the stops to try and stop the momentum that a sales campaign has gained. In our market, 1-800 is offering a coupon worth \$35 off each radiator purchased specifically to my customers through the remainder of the year. Impact so far has been minimal. We're now averaging almost \$12,000 per month in radiator sales and growing every month."

#### NAPA, Stockton, CA

"Here are the facts... we have 218 radiators and 10 A/C condensers. These have been on the shelf since July 3rd and we've already sold over \$8,000 worth in two months. We have been aggressive with our pricing because we can and our customers talk about our availability more than anything. Great program!"

#### Starts Auto Parts, Temperance, MI

Tom and Mary Starts at Starts Auto Parts in Temperance, MI, originally stocked 48 radiators and zero condensers. They now stock almost 600 radiators, condensers, and heater cores.

So far, Starts sales numbers reflect the commitment that Tom and Mary have made to the radiator program as sales are up a whopping 1100%. Tom also expanded their upper and lower hoses coverage from 254 units to over 950 units and had success the very first day selling 3 sets of hoses they never stocked before. Tom and Mary are very pleased with the success of the program. Tom says, "the NAPA Radiator program has all of the elements in place to guarantee success. We couldn't afford not to run with it."

#### MPEC, Rockford, IL

Upgraded radiator coverage has led to an average of \$20,000 per month in radiator sales for 2009. That's an almost 300% sales increase achieved by having the product on the shelf and letting their customers know about it.

### What else does a NAPA Store get with NAPA Radiators?

- Unmatched coverage: 961 Radiators, 384 Heater Cores, 482 Condensers
- Premium quality fit, form, and function
- 95% plus line fill
- First-to-market product philosophy
- Limited Lifetime Warranty—Radiators
- 12 month/12,000 mile Warranty—Heater Cores/Condensers
- Field support from NAPA Heating/Cooling

**CHECK OUT THESE SALES FACTS:**  
**(THROUGH SEPT 2009)**

- Radiator sales up 24%
- AutoCare Radiator sales up 34%
- Average sales per store stocking 125+ Radiators:  
 – \$3,665/mo – \$44,000/yr