

CAP NEWSLETTER

Vol. 1 – 02/01/2023





CAP NEWS

Vol. 1 – 02/01/2023

Congratulations

WITH A COMBINED
TEAM EFFORT AND
AWESOME SALES
NUMBERS!

T
E
A
M

COASTAL AUTO
PARTS ACHIEVED
YEAR END SALES
QUOTA IN 2022!



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QTR1 Meeting - 01/26/2023

**** AWESOME MEETING – Nearly 70 participants attended and shared lots of great information!**

5 FOCUS POINTS for 2023

1. SALES GOALS
2. GROSS PROFIT
3. NET PROFIT
4. INVENTORY TURN GOAL
5. COMPANY CULTURE AND DEVELOPMENT

Future Training & Development

- **AutoTech Training:**
 - 1/23 & 1/24- Tactical Diagnostics
 - 3/14 & 3/15- Making Sense of Sensors
 - 5/23 & 5/24- Hybrid and EV AC Diagnostics
 - 8/22 & 8/23- Gas Turbo Drivability
 - 10/10 & 10/11- Modern Steering Suspension
 - 12/12 & 12/13- Timing Chain Advanced Diagnostics
- **Quarterly Meetings**
 - Thursday, March 30th
 - Thursday, June 29th
 - Thursday, September 28th

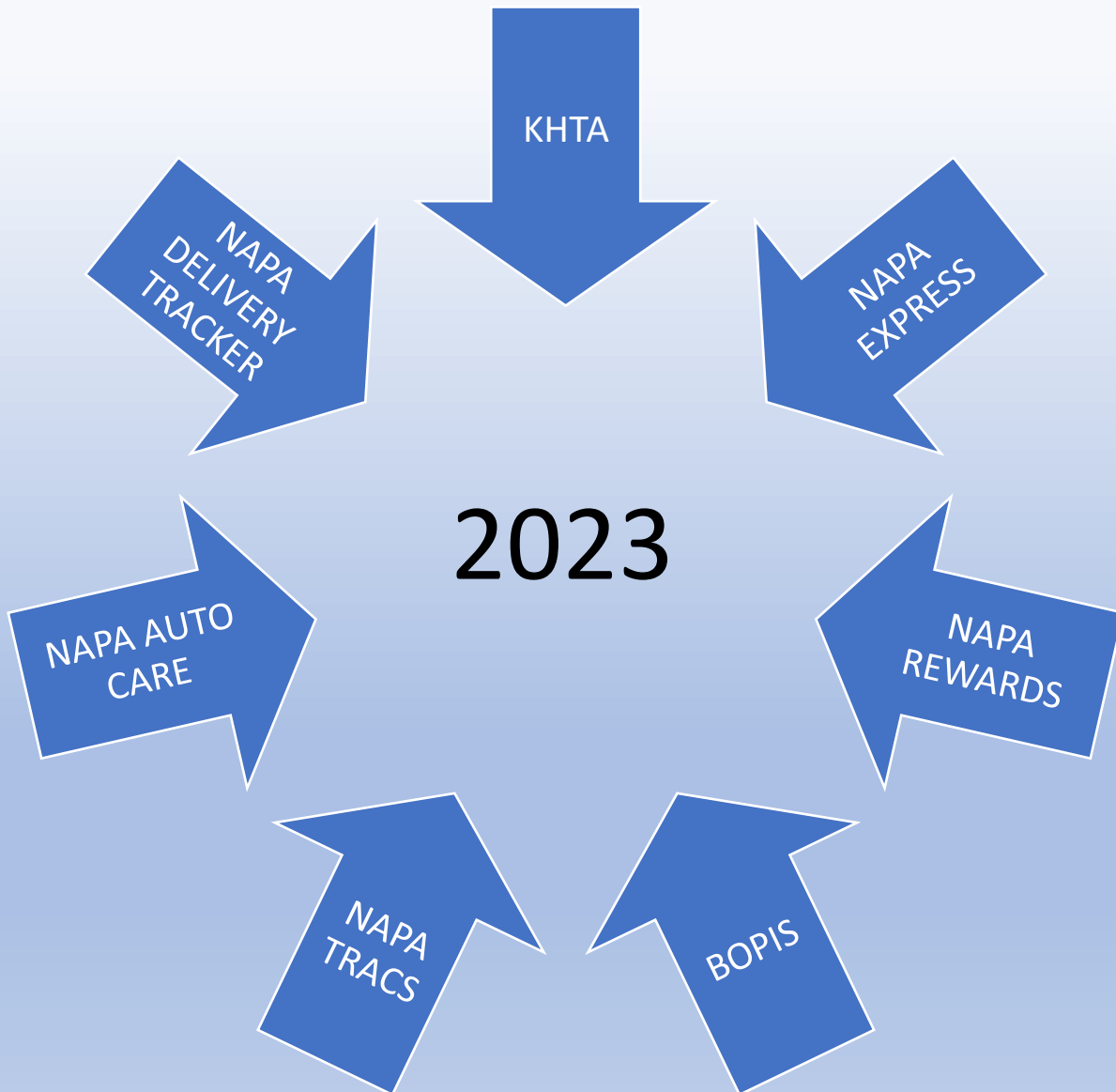


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QTR1 Meeting - 01/26/2023

Tools for Success





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UPCOMING DATES



02/14 – Valentines Day

02/24 – Newsletter announcements due.

Auto Tech Training:

3/14 & 3/15 – Making sense of sensors

Quarterly Meeting:

03/30 – Hilton Garden Inn



February Coastal Anniversaries

Christopher	Boles	Owner	February	22 year
Mitzi	Botelho	Counter	February	19 years
Jeffrey	Dexter	Manager	February	39 years
Perry	Morin	Delivery	February	23 years
Carl	Olsen	Manager	February	35 years
Jason	Salsbury	Manager	February	24 years
Andrew	Saunders	Sales	February	13 years
Edward	Miller	Delivery	February	4 years
Kerry	Biedrzycki	Delivery	February	3 years
Garry	Conant	Delivery	February	2 years
Christopher	Gould	Counter	February	2 years
Michael	Bennett	Counter	February	2 years
Jessica	Girouard	Counter	February	2 years
Elijah	Nason	Stockroom	February	1 year
Seth	Leavitt	Delivery	February	1 year
Dennis	Pehrson	Delivery	February	1 year
Robert	Holmes	Counter	February	1 year



CAP NEWS - KHTA



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**IS YOUR STORE READY
FOR THIS MONTH'S
"KNOW HOW TO ASK" ITEM?**

SAVE
50%

\$249
/each

**Scott® Shop
Towels Original™
Roll 55 Sheets**

*Rollo de Toallas para el
Taller Scott® Original™
55 hojas*

#75130





CAP NEWS – NAPA REWARDS CONTEST

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NAPA REWARDS SPIFF

This is an amazing way to earn **EXTRA MONEY** in February

HOW IT WORKS

YOU RECEIVE: \$2 Spiff for every new NAPA Rewards sign-up you get

REQUIREMENTS:

- Min. 10 new sign-ups for the month
- Must use customer's actual phone number and email address



MORE CHANCES TO WIN

We will also be putting every person who signs up a NAPA Rewards member into a drawing for \$100 (1x ticket) for each sign-up. The more sign-ups, the more chances to win!

WINNER WINNER

WHAT THE WINNING STORE GETS:

The store with the top percentage will win a Winter BBQ, including hot dogs, burgers and BBQ chicken — all cooked by Melissa!

GOOD LUCK & HAVE FUN



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HAPPY BIRTHDAY

Nancy	East Millinocket	February	1
David	Farmingdale	February	2
Cooper	Ellsworth	February	3
Tyler	SW Harbor	February	7
Steven	Houlton	February	7
Jared	Caribou	February	8
James	Waterville	February	8
David	East Wilton	February	9
Clinton	Rockland	February	9
Paul	Presque Is	February	9
Heather	Belfast	February	10
Curt	Bangor	February	10
Richard	Rockland	February	12
Paul	Blue Hill	February	12
Cheryl	Admin	February	13
Jeffery	Topsham	February	13
Frank	Hampden	February	14
William	Admin	February	14
Adam	Admin	February	15
Mitzi	Bangor	February	15
Robert	Auburn	February	16
Blaise	Milbridge	February	19
Stephen	East Millinocket	February	19
Timothy	Lisbon	February	19
Mark	Admin	February	19
Seth	Farmingdale	February	20
Scotty	Mexico	February	21
Carl	Auburn	February	24



CAP NEWS SALE EVENTS

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ANTIFREEZE

SAVE 32%



\$15.99
/each

NAPA Orange Antifreeze & Coolant Dexcool for GM Cars and Trucks Gallon Concentrate
NAPA Anticongelante y Refrigerante Anaranjado Dexcool para Automóviles y Camiones GM Galón Concentrado
#1DEX

SAVE 33%



\$11.99
/each

NAPA Extended Life Antifreeze & Coolant
Anticongelante y refrigerante de larga duración NAPA
#1EXT

SAVE 39%



\$10.99
/each

NAPA Green Antifreeze & Coolant
Anticongelante y refrigerante NAPA Verde
#1GAL

SAVE 39%



\$13.99
/each

NAPA H-D SCA Precharged Antifreeze & Coolant for All Heavy-Duty Engines
Anticongelante y refrigerante pre cargados HD SCA de NAPA para todos los motores de servicio pesado
#HD1GAL

SAVE UP TO 38%



SAVE 35%

\$12.99
/each

PEAK Antifreeze + Coolant All Vehicles Concentrate
1 gal.
PEAK Anticongelante + Refrigerante Concentrado para todos los vehículos 1 gal.
#PKP0B3



SAVE 44%

\$9.99
/each

PEAK Antifreeze + Coolant All Vehicles 50/50 Prediluted
1 gal.
PEAK Anticongelante + Refrigerante Todos los vehículos 50/50 Prediluido 1 gal.
#PKP0B3



Starting at
\$11.99

Zerex Antifreeze
Anticongelante Zerex

#675130	ASIAN ANTIFREEZE	\$17.99
#659537	ZEREX G48 ANTIFREEZE	\$17.99
#861398	ZEREX BLUE ANTIFREEZE	\$17.99
#861399	ZEREX G40 ANTIFREEZE	\$17.99
#861526	ZEREX G40 ANTIFREEZE	\$18.99
#861543	ZEREX G48 ANTIFREEZE	\$18.99
#888418	ZX ASIAN GRN 50/50	\$17.99
#2XD01	ZEREX 5/100 GAL	\$12.99
#2XD01	CONCENTRATE	\$15.99
#2XE0RU1	EXTND LIFE ANTIFREEZE	\$11.99
#2XEL1	DEXCOOL 1 GAL	\$13.99
#2XELRU1	DEXCOOL RTU 1 GAL	\$15.99
#2XG051	ANTIFREEZE COOLANT	\$17.99
#2XG05RU1	PRE-DILUTED ANTIFREEZE	\$15.99

SAVE 38%

\$12.99
/each

PEAK Final Charge Global Ready-to-Use Antifreeze - 1 Gal
Anticongelante global listo para usar PEAK Cargo Final - 1 galón
#00358



SAVE 30%

\$19.99
/each

PEAK Final Charge Global Antifreeze - 1 Gal
Anticongelante global PEAK Cargo Final - 1 galón
#00836



FREE ONE-DAY SHIPPING
ON 160,000 PARTS



CURBSIDE PICKUP
IN 30 MINUTES

Shop [NAPAonline.com](https://www.napaonline.com)



CAP NEWS SALE EVENTS

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NEW YEAR SAVINGS

SAVE 27%

\$3.99 /each

Ozium Original Air Sanitizer
0.8 Fl Oz Spray
Ozium Original Purificador de Aire
0.8 Fl Oz Aerosol
#7652435



SAVE 50%

\$2.49 /each

Scott® Shop Towels Original™
Roll 55 Sheets
Rollo de Toallas para el Taller Scott® Original™
55 Hojas
#75130



SAVE 28%

\$12.99 /each

Scott® Shop Towels Original™
Box 200 Sheets
Rollo de Toallas para el Taller Scott® Original™
Caja de 200 Hojas
#75190



SAVE 25%

\$3.99 /each

WD-40 Multi-Use Product
3 oz Aerosol Spray Can
WD-40 Producto de usos múltiples,
Caja de aerosol de 3 oz
#49000



SAVE 30%

\$6.29 /each

The Original PB Blaster
Penetrant w/Prostraw
11 oz
Penetrante original PB Blaster
con pajilla 11 oz
#16PBDS



SAVE 37%

\$4.69 /each

STP Gas Treatment
12 fl oz
Tratamiento de la Gasolina STP 12 fl oz
#180270



SAVE 32%

\$5.45 /each

Tub O Towels Heavy Duty Cleaning Wipes
40 count
Tub O Towels Toallas de Limpieza resistentes
40 unidades
#17W40



SAVE 19%

\$12.99 /each

Tub O Towels Heavy Duty Cleaning Wipes
90 count
Tub O Towels Toallas de Limpieza resistentes
90 unidades
#17W90



SAVE 17%

\$3.49 /each

NAPA Mac's Windshield De-Icer
11.5 oz Spray
NAPA Mac's Descongelante de Parabrisas
11.5 oz Aerosol
#71000



SAVE 23%

\$2.99 /each

NAPA Mac's Thermo Aid Fuel Additive
12 oz Bottle
NAPA Mac's Termo Ayuda Aditivo para combustible
Botella de 12 onzas
#71000



SAVE 23%

\$5.59 /each

NAPA Mac's Premium Starting Fluid
11 oz Spray
NAPA Mac's Premium Fluido de Arranque
11 oz Aerosol
#7216



SAVE 46%

\$6.99 /each

Scotwood Industries Road Runner Ice Melt
20lb Bag
Scotwood Industries Road Runner - Bolsa de 20 libras
para derretir hielo
#00020



SAVE 44%

\$8.99 /each

Power Service Diesel Fuel Supplement
32 fl oz
Suplemento de combustible diesel Power Service
32 fl oz
#1025



SAVE 32%

\$3.19 /each

Gold Eagle ISO-HEET Premium Fuel-Line Antifreeze
Anticongelante premium Gold Eagle ISO-HEET para conductos de combustible
#28202



SAVE 38%

\$9.99 /each

Power Service Diesel 911 Fuel Additive
32 fl oz
Power Service Diesel 911 Aditivo de combustible
32 fl oz
#8025





CAP NEWS SALE EVENTS

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NEW YEAR SAVINGS



Starting at **\$4.29** /each **SAVE UP TO 44%**

Tarp/Cover High-Density Poly-Woven Serim
6 ft x 8 ft

Lona/Cubierta Serim de alta densidad tejida en políster
6 pies x 8 pies

#8215375	6 ft x 8 ft	\$4.29
#8215376	8 ft x 10 ft	\$5.99
#8215377	10 ft x 12 ft	\$7.99
#8215378	10 ft x 20 ft	\$10.99
#8215379	12 ft x 16 ft	\$10.99

SAVE 25%



\$14.99 /each

Grease Monkey Dura-Knit Gloves
Guantes de tejido duradero
Grease Monkey

#2512723	Large	\$14.99
#2512823	X-Large	\$14.99

Starting at **\$1.29** /each **SAVE UP TO 50%**

MaxiTrac 9 Inch Rubber Tarp Strap w/Steel Hooks

MaxiTrac Correa de goma para lona de 9 pulgadas con ganchos de acero



#MT1110	MaxiTrac 9 Inch Rubber Tarp Strap w/Steel Hooks	\$1.29
#MT1111	MaxiTrac 15 Inch Rubber Tarp Strap w/Steel Hooks	\$1.49
#MT1112	MaxiTrac 21 Inch Rubber Tarp Strap w/Steel Hooks	\$1.79
#MT1113	MaxiTrac 31 Inch Rubber Tarp Strap w/Steel Hooks	\$2.39

Starting at **\$14.99** /each **SAVE UP TO \$7.50**

GearUp Four Piece Universal Vehicle Floor Mat

Alfombrillo universal GearUp de cuatro piezas para vehículo

#8230920	4PC RUBBER MATS BLK	\$18.99
#8230921	4PC RUBBER MATS GRY	\$18.99
#8230922	4PC RUBBER MATS TAN	\$18.99
#8230923	2PC HD MATS BLK	\$14.99
#8230924	3PC TRUCK MATS BLK	\$22.49
#8230925	4PC AUTO MATS BLK	\$22.49
#8230926	4PC SUV MATS BLK	\$22.49



SAVE \$5

\$14.99 /each

GearUp Four Piece Universal Vehicle Floor Mat

Alfombrillo universal GearUp de cuatro piezas para vehículo

#8230927	4PC CARPET MATS BLK	\$14.99
#8230928	4PC CARPET MATS GRY	\$14.99
#8230929	4PC CARPET MATS TAN	\$14.99



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CAP NEWS – DIY TIPS

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5 TIPS FOR CLEANING SNOW OFF A CAR



In certain parts of the country, cleaning snow off a car is unfortunately [a necessity in winter months](#), and getting the job done right requires a lot more than just elbow grease. You run the risk of scratching your car's sheet metal while clearing away the white stuff, so it must be handled artfully to avoid damaging your vehicle's paint.

Here are some tips for cleaning snow off a car without scratching the paint.



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1. **BLOW IT AWAY** The wind can be a powerful ally in clearing snow from a vehicle, and a leaf blower harnesses this force of nature, which you can use to your advantage. Using a leaf blower is undoubtedly the best way to remove snow from your car without causing harm to the paint. Paint scratches are caused by physical contact. With a leaf blower, there's no touching, scraping or rubbing — just a steady blast of air. Keep in mind, though, that this method works best on light snow. If the snow is heavily packed or wet, blasting it with a leaf blower could take a while. **(I've seen this done, lol)**

2. BRUSH IT OFF

A [snow brush](#) is specifically built for clearing precipitation from your car. You have two options: You can use a foam brush with a soft head designed to prevent scratches, or one with bristles. If your brush has bristles, wrap the head with a microfiber towel and secure it with elastic bands before use. Regardless of what kind of snow brush you use, technique is everything. The brush should make contact with the snow, not the vehicle. Angle the brush so that it's an inch or two above the car's sheet metal.

3. TAKE A HANDS-ON APPROACH

The most precise way to remove snow is with your two gloved hands, helping you avoid direct contact with the sheet metal. Again, technique is important. Try to scoop away snow without touching the car, keeping your hands an inch or two away from the vehicle. The downside to this technique is that it can be difficult to reach certain areas like the roof, and your hands will probably get cold in the process.



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4. CLEAR THE GLASS

Automotive glass is more difficult to scratch than the vehicle's sheet metal. To clear your windshield and windows, use an ice scraper or snow brush with the bristles exposed.

5. JUST SAY “NO” TO SHOVELS

Never use a shovel to clear snow from a car. A shovel can be unwieldy — it's difficult to avoid grazing the vehicle, and some shovels have metal edges that can seriously damage your car. Choosing a shovel for snow removal puts your vehicle at a high risk for paint damage.

Thoroughly removing snow from your car facilitates safe driving for you and the other drivers on the road. While clearing snow off your car will never be fun, there are ways to do it without causing extra headaches, scratches or dings.

Check out all the [snow brushes](#) available on [NAPA Online](#) or trust one of our 17,000 [NAPA Auto Care locations](#) for routine maintenance and repairs. For more information on protecting your car in the winter, chat with a knowledgeable expert at your [local NAPA AUTO PARTS store](#).



CAP NEWS - Local Events

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CAMP SUNSHINE CHARITY EGG RIDE

TO: All NAPA Auto Parts Stores

FROM: James Goodman and the NAPA Maine family

SUBJECT: Camp Sunshine Charity Fundraiser

We are extremely pleased to announce the return of the Egg Ride event to raise funds for Camp Sunshine. The Egg Ride event this year will kick off Friday, March 17th with a St. Patties Day "Dinner" and then on Saturday, March 18th we will be holding our "Egg Ride" to benefit Camp Sunshine at the Stress-Free Moose Pub & Café in Greenville, ME.

This year our riders have been selected by Committee and we are throwing out another challenge to everyone. In previous years the goals have been lofty and almost \$40,000 has been raised through these events!!!

We certainly can't go backwards on a challenge so we will again be pushing the bar and setting a goal of **\$50,000** for Camp Sunshine during this year's event. Once again you will have the opportunity to support those that have been deemed worthy of riding a snowmobile with raw eggs in their riding suit. I am confident with everyone's participation we can easily meet this goal!!!

Here's how this works: Saturday, March 18th, the fun will begin at 10:00 AM at the Stress-Free Pub & Cafe. The Eggs that are purchased will be placed inside the suits of the "**Raw Egg Riders**" and then they will drive snowmobiles on a specially designed route around the grounds of Moosehead Lake so everyone can watch the eggs break. You will have the option of designating which rider you wish to enjoy the eggs, or we will fill the suits *accordingly*.

The price for eggs is: \$10 per 1 egg or they're cheaper by the dozen; \$100 will buy you 12 eggs.

Availability to complete online donations coming soon!!

The NAPA Maine DC and our Suppliers will be contributing to the cost of holding this event, therefore 100% of all sales of the raw eggs and T-Shirts will go directly to Camp Sunshine.

Fundraising can be billed directly to your store (via Journal Entry); If you prefer to donate via Check, please make checks payable to Camp Sunshine and send into the NAPA Maine DC to Loreta Musteikis with your chosen egg rider's name before March 10th.





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SAVE THE DATE

March 17th & 18th

SUPPORTING



*A retreat for children with life-threatening illnesses and their families
Carex, Maine*

LOCATION



**Stress Free Moose
Pub & Cafe**

65 Pritham Ave,
Greenville, ME 04441

SCHEDULE

Friday, March 17th

- 5:00p.m. Reception
- 6:00p.m. Happy St. Patricks Day Dinner
Stress Free Moose Pub

Saturday, March 18th

- 9:00a.m. Registration
- 10:00a.m. Ride Begins on Moosehead Lake
- 12:00p.m. Post Event Celebration

**Accommodations will book quickly
so reserve your room today!**

Partner Properties

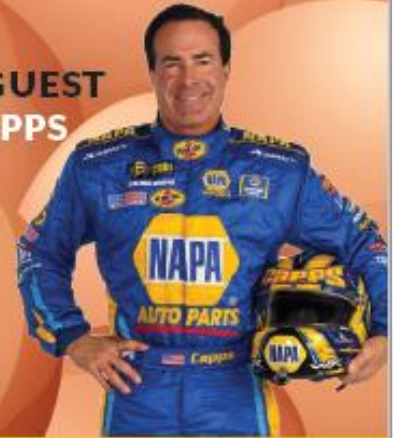
- Moose Mountain Inn (207) 695-3321
- Kineo View Lodge (207) 695-4470
- Leisure Life Resort (800) 726-2302
- Moosehead Chalet (207) 695-2950

**Accommodations are additionally
available in the area through VRBO.com**



EGG RIDE

**SPECIAL GUEST
RON CAPPS**



SPONSORS



CAP NEWS - Local Events

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Yep, we're at it again! In conjunction with the Kiwanis Club of Presque Isle, we're very pleased to host another **Joker's Poker - \$100 Texas Hold 'Em Tourney** at **Anah Shriners of Aroostook** on Sunday, February 26th and hope to see you there!

There was a great turn out last time with some very nice payouts. Come on out and support two great organizations and take a chance on bringing some money home yourself. Laughter is free, and comes standard with all Joker's Poker tournaments.



JOKER'S POKER

TEXAS HOLD 'EM TOURNAMENT



AROOSTOOK SHRINE CLUB
390 HOULTON ROAD - PI

\$100 BUY-IN
1:00 PM Registration
1:30 PM Dealing Begins





CAP NEWS - Local Events

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Tranquil Lodge #29 in Auburn will be hosting their next Public Breakfast on Sunday, February 19, 2023 at the Auburn Masonic Hall at 1021 Turner St. Auburn. \$8.00/ Adults and children 11 and up. \$4.00 for children 10 years and under. Come on by for a great breakfast!!





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Thanks for subscribing!! See you in March - 2023