

# CAP NEWSLETTER

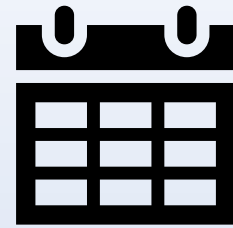
Vol. 2 – 02/01/2024





# CAP NEWS

Vol. 2 – 02/01/2024



## UPCOMING DATES

### **AutoTech Training:**

- 2/5 & 2/6/2024 - Advanced Engine Diagnostics

### **Future Quarterly Meetings:**

- APRIL 4th
- June 27th
- October 3rd

### **CAP Upcoming Events:**

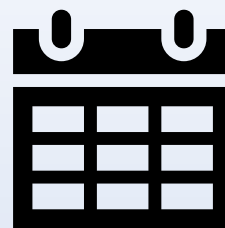
- Filter Sale Orders – 02/05 – 02/16
- HD Product Training / HD Solutions – 02/16/2024
- CAP Snow Bowl is 2/28-3/3/2024
- TBD - NGK Training – 03/5 03/07 ???
- EGG RIDE – 03/08 – 03/10
- East Penn Dealer work w/ Brett Miller – 03/11 – 03/15
- Refinishing training – 03/13 – 03/14



# CAP NEWS

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## UPCOMING DATES



### TRAINING:

### RETAIL

- Retail Standards/ Monthly Retail Sales Driver Best Practices/ Shelf Talkers and Posters
  - o February 7th at 9 am
  - o February 8th at 3 pm
- Retail Merchandising Site/ How to process a planogram in TAMS.
  - o February 14th at 9 am
  - o February 15th at 3 pm
- How to print Bin Labels by planogram and individually/ NAPA Rewards/ BOPIS
  - o February 21st at 9 am
  - o February 22nd at 3 pm
- Re-stock Sales Floor/ Using an RF Scan Gun for Restocking Sales Floor and Printing Bin Labels
  - o February 28th at 9 am
  - o February 29th at 3 pm

**For more details contact Melissa Laliberty @ 207-530-0757**

## NAPA Delivery Tracker

- 02/21/2024 Ellsworth – 9am-12noon.

**For more details call JQ @ 207-831-2720**



## February - Coastal Work Anniversaries

Christopher	Boles	Owner	February	02/10/2001	02/10/2001	23 years
Mitzi	Botelho	Counter	February	02/01/2004	07/01/2018	20 years
Jeffrey	Dexter	Manager	February	02/15/1984	12/01/2017	40 years
Perry	Morin	Delivery	February	02/07/2000	12/01/2017	24 years
Carl	Olsen	Manager	February	02/01/1988	12/01/2017	36 years
Jason	Salsbury	Manager	February	02/23/1999	02/23/1999	25 years
Andrew	Saunders	Sales	February	02/22/2010	02/22/2010	14 years
Edward	Miller	Delivery	February	02/26/2019	02/26/2019	5 years
Kerry	Biedrzycki	Delivery	February	02/17/2020	02/17/2020	4 years
Garry	Conant	Delivery	February	02/01/2021	02/01/2021	3 years
Christopher	Gould	Counter	February	02/01/2021	02/01/2021	3 years
Michael	Bennett	Counter	February	02/01/2021	02/01/2021	3 years
Jessica	Girouard	Delivery	February	02/03/2021	02/03/2021	3 years
Seth	Leavitt	Delivery	February	02/14/2022	02/14/2022	2 years
Dennis	Pehrson	Delivery	February	02/25/2022	02/25/2022	2 years
Robert	Holmes	Counter	February	02/28/2022	02/28/2022	2 years
Steve	Landry	Delivery	February	02/20/2023	02/20/2023	1 year
Wallace	Grant	Delivery	February	02/28/2023	02/28/2023	1 year
Charles	Turner	Sales	February	02/01/1987	09/19/2023	37 years



# CAP NEWS

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## HAPPY "February" BIRTHDAYS

David	Carroll	Farmingdale	February	2
Cooper	Patton	Ellsworth	February	3
Tyler	Thurston	SW Harbor	February	7
Steven	Jewell	Houlton	February	7
Jared	Johnston	Caribou	February	8
James	Wing	Waterville	February	8
Clinton	Dodge	Rockland	February	9
Paul	Bushey	Presque Is	February	9
Hoyt	Hopkins	Ellsworth	February	9
Lillian	Rondeau	Admin	February	10
Curt	Noddin	Bangor	February	10
Paul	Brouty	Blue Hill	February	12
Victor	Carey	Belfast	February	12
Cheryl	Cray	Admin	February	13
Frank	Campbell	Hampden	February	14
William	Osgood	Admin	February	14
John	Towne	East Wilton	February	14
Mitzi	Botelho	Bangor	February	15
Robert	Dube	Auburn	February	16
Stephen	Campbell	East Millinocket	February	19
Mark	Quigley	Admin	February	19
Timothy	Morse	Lisbon	February	19
Scotty	Bresette	Mexico	February	21
Carl	Olsen	Auburn	February	24





# CAP NEWS – NEW HIRES

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Let's welcome **Nick, Santiago, Tylor and Madison** to the Coastal Auto Parts family. They all began as temporary staff in the warehouse and have graduated to full-time CAP employees.

Congrats to you all!!!!





# CAP NEWS – 1st Qtr. Meeting RECAP

Vol. 2 – 02/01/2024

## TODAY'S AGENDA

- **Opening Comments: 9:00 am**
  - Coastal Auto Parts Update- Matt Boles
  - Maine DC/GPC Update- Jim Bingman
  - New Employee Development Plans- Sue Thompson
- **NAPA Autocare 2024: 10:30 am**
  - Presentation From Lauren Briggs: GPC
- **Lunch: 12:00 pm**
- **TAMS/NDT Update: 12:45 pm**
  - Presentation From John Qualey
- **Retail Update: 1:00 pm**
  - Presentation From Melissa Laliberty
- **SEM Products Update: 1:30 pm**
  - Presentation From Mark Davis: Shamrock Sales
- **Break: 2:15 pm**
- **Warehouse Update: 2:25 pm**
  - Burt McNally/Ricky Trombley
- **Q1 Sales Programs: 2:40 pm**
  - Chuck Turner/Jared Martin/Brandon Hagan
- **Closing Remarks: 3:15 pm**
- **Adjourn: 3:30 pm**

Available slides from the 1<sup>st</sup> QTR. Meeting are in TEAMS. See link below.

<https://coastalautoparts62001.sharepoint.com/:f:/s/COASTALAUTOPARTS/ElZ9ofzHArIGpp12ARojdikBl8h6UhyRi8m6zW1vTwgpeQ?e=Nr41ST>



# CAP NEWS - 1st Qtr. Meeting RECAP

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## FOCUS POINTS FOR 2024

### **\*Get Inventory Closer to Our Customers:**

- Hub Inventories
- Bangor Warehouse
- Lewiston
- New Build in Presque Isle
- Rethink, Revamp our Shuttle System
- Get More Touches to our Stores
- Get More Access to our Hubs and Maine DC

### **\*Be Accurate:**

- Stores Need to be Better with Accuracy
- Tighten Up Check-in Procedures
- Continue To Improve Class Process
- Cycle Count!!

### **\*Deliver!**

- Revamp our Dispatch Strategy.
- Establish Priority Customers.
- Utilize All the Benefits of NDT.





# CAP NEWS - 1st Qtr. Meeting RECAP

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## **\*Own The Customers Stock:**

- Be Valuable to the Customer
- Do Not Let Them Be Without Something that they NEED!
- Costs of Missing Items on a Stock Order.
- Tied Up Counter Person to take call.
- Tied Up Dispatch to Pull Hot Shot.
- Tied Up Driver to Hot Shot the Part.
- \$3 Per Mile to Deliver \$2.00 Filter.
- Customer Down time- Tying Up Bay

## **\*Employee Development:**

- One on One Goal Setting Meetings with Quarterly Follow Up.
- New Online Training Modules to be Released this Month.
- Pocket Trainings. Ex. NDT Training in Auburn Next Week.
- Utilization of the Training Center in the Warehouse.

## **\*Be Fiscally Responsible:**

- Interest Rates Remain High
- Prime is 8.5%
- January 2023 7.5%
- January 2022 3.25%
- Health Insurance 30% increase
- Wages, Delivery Expense, Utilities All Up.



# CAP NEWS - 1st Qtr. Meeting RECAP

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## **\*How We Combat Rising Costs:**

- Grow Sales
- Help Maintain your GP%
- No Buddy Accounts
- Limit Overrides
- Be Aware of Customer Pricing
- Order from within the system if possible
- Be Aware of Scheduling
- Limit Your Overtime- Particularly During Slow Months.
- Be Realistic on What We Need for Staffing
- Be efficient
- Looking For inventory
- Delivering What Should be a Stocked Item
- Duplicating Deliveries

## **\*Bring it Back to the Basics:**

- Evaluate Our Inventory.
- Make the sure The Inventory Is Accurate and Dependable
- Evaluate Pricing, Be Competitive.
- Have the Ability to Access and Move that Inventory efficiently.
- Be able to quickly get that Inventory into Our Customers Hands.
- Be Value Add to the Customer Through Knowledge and Support of Inside and Outside Sales.
- Do So in a Fiscally Responsible Way, So We can Continue to Invest into Our Service.



# CAP NEWS - 1st Qtr. Meeting RECAP

Vol. 2 – 02/01/2024

**The last and most important focus point from the meeting!**



**Out Service Everyone!!**



**Use these key points in your store weekly huddles. These topics can be applied to all departments.**



# CAP NEWS - Local SPOTLIGHT

Vol. 2 – 02/01/2024

## - MAINE VETERANS' NOVEMBER / DECEMBER 2023 DONATION RESULTS -

**BANGOR & HAMPDEN --** A generous donation by Coastal Auto Parts in Ellsworth will help provide heat assistance to Maine veterans.

"It's really exciting. It's really the first time we've been able to do anything like this," said Michael Boles, Co-Owner of Coastal Auto Parts.

Working with the Maine Veterans Project, Coastal Auto Parts was able to raise \$10,000 over the span of two months.

"We've grown to the size to now be able to give back to the organizations in the State to help the communities in other ways. To be able to keep them [veterans] warm, keep them happy and just help-out Doc [Goodwin] and what he's doing with his organization," said Boles.







# CAP NEWS - Local SPOTLIGHT

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The money raised from the partnership goes directly to R.H. Foster who will distribute the fuel.

Any veteran interested in receiving fuel assistance can call the Maine Veterans Project where you can speak to Doc Goodwin, and he'll help you out.

"Last year we delivered over 12,000 gallons of heating fuel which was by and far our biggest year yet, and I'm incredibly proud to say that last year the Maine Veterans Project was able to help every single eligible veteran that reached out for heating fuel," said Goodwin, President of the Maine Veterans Project. Goodwin says he's thankful for the partnership.

"They [Coastal Auto Parts] call us and ask how can we help and that right there means the world. When a company reaches out and says we want to be part of the solution, that's amazing," said Goodwin.

Veterans who are interested in receiving fuel assistance must also be part of R.H. Foster's cover area, which includes Somerset, Hancock, Waldo, Penobscot and Washington Counties.

Link to video clip:







# CAP NEWS – NAPA AUTO CARE

Vol. 2 – 02/01/2024

Meet Your Local NAPA Auto Care - Randy Keach Auto in New Sharon, Maine! 🚗 Owner Glenn Pinkham is dedicated to providing the best service to our valued customers. He pursues the highest education and certifications annually to ensure top-notch expertise.







# CAP NEWS – NAPA AUTO CARE

Vol. 2 – 02/01/2024

There's no better time to become a NAPA Auto Care Center than now!  
Discuss all the features that a shop could be offering to their customers and the advantages to becoming an Auto Care Center.

## AutoCare Member Site Enhancements

**1 Automated Warranty Process**  
Now 100% Online – Claims Paid within 24 hours

**2 Notifications Provide**  
Need to Know Updates

**3 Referral Tracker Shows How**  
Many Hits/Views You're getting from NAPA Online Locator

**4 Enhanced Search Makes it**  
Even Easier to Find Information

The screenshot displays the NAPA AutoCare Member Site interface. At the top, there's a navigation bar with links like 'Programs', 'Gold Program', 'Down', 'Warranty Claim', 'PDI/Imaging', and 'PDI/Office'. A search bar is on the right. Below the navigation bar, there's a 'Notifications' section with a 'See all notifications' link. A 'Featured Promotion' section highlights a 'GET BACK GIVE BACK' campaign offering a \$20 prepaid Visa card with qualifying purchases of NAPA Batteries, Starters, and Alternators. At the bottom, there's a 'Referral Tracker - NAPA Online' section with a table showing performance metrics for 'Your Shop' and 'Other Shops in Your Zip Code'.

Your Shop					Other Shops in Your Zip Code	
	MTD	MTD Est. Revenue	YTD	YTD Est. Revenue	MTD	YTD
Average Position	N/A	N/A	3.2	N/A	N/A	7.4
# of Impressions	0	\$0	61	\$534	0.0	35.1
# of Clicks	0	\$0	3	\$315	0.0	0.5
# of Views	0	\$0	3	\$210	0.0	1.8
Gold Status	No				0.0%	

### Additional Enhancements Include:

- Multi-Shop Single Login
  - Now you can toggle between multiple locations from a single login
- ASE Test Reimbursements Online
  - Now you can submit the \$75 Annual ASE Test Reimbursement Online – No more sending the form in via snail mail!
- Gold Certified Dashboard
  - Track all Your Benefits on one page
  - Allows for easy renewal
- Co-Branded Materials Now Available



# CAP NEWS – NAPA AUTO CARE

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The NAPA Auto Care program is built around the many customer types that we service daily. Think of the possibilities in your territory.

## NAPA Auto Care Value Proposition



### AUTO CARE



### TRUCK CARE

HEAVY DUTY



### COLLISION CARE

PAINT & BODY



Bring you more customers

*Achieved Through:*

- National Marketing
- Local Marketing Programs
- Co-Branding Programs



Sell more to your current customers

*Achieved Through:*

- Consumer Education Tools
- Digital Vehicle Inspection Programs
- Training for Your Staff





# CAP NEWS – NAPA AUTO CARE

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## Program Goals



## Criteria and Benefits

### Criteria Checklist

- ☐ Active Auto Care Membership for 1 year
- ☐ Open for business at least 2 years
- ☐ ASE Master Certification or ASE Blue Seal
- ☐ PROimage Co-Branding Program
- ☐ 4-Star Rating on Google, Yelp or NAPA CSI
- ☐ Use Digital Vehicle Inspection
- ☐ Applied for Consumer Financing (EasyPay)
- ☐ Parts Purchase of \$7,500/month
- ☐ Business Development Group Participation

### Here's What You Get

- ✓ Premium Shop Referrals
- ✓ \$1,500/year in Marketing Funds
- ✓ Local Labor & 36/36 Peace of Mind Warranty
- ✓ Autotech Training
- ✓ EasyPay Consumer Financing 1% Rebate
- ✓ Sales Drivers
- ✓ TRACS
- ✓ NAPA Smart Sign (Pro)
- ✓ \$300 ASE Master Tech Reimbursement







# CAP NEWS

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**\*UPDATE\***

## NEW BETHEL STORE LOCATION - 2024







# CAP NEWS

Vol. 2 – 02/01/2024

**\*UPDATE\***

**NEW BETHEL STORE LOCATION - 2024**





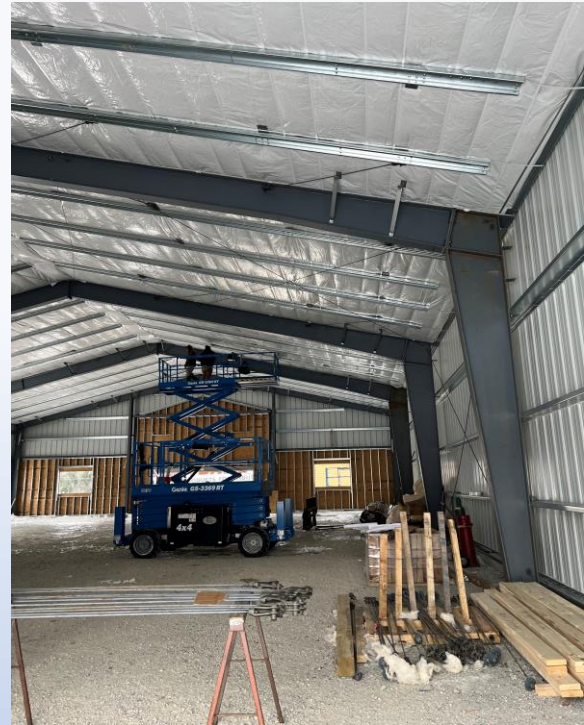


# CAP NEWS

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**\*UPDATE\***

## NEW BETHEL STORE LOCATION - 2024







# CAP NEWS

Vol. 2 – 02/01/2024

**\*UPDATE\***

## NEW PRESQUE ISLE STORE LOCATION - 2024







# CAP NEWS - Local SPOTLIGHT

Vol. 2 – 02/01/2024

## **WANT TO BE A SPONSOR?** **SPRING BASKET** **FEZTIVAL**

**at The Northeastland Hotel**  
**436 Main St, Presque Isle**  
**March 14-17, 2024**

**EMAIL US BEFORE MARCH 1<sup>ST</sup> TO**  
**SAVE YOU A SPOT AT THE FEZTIVAL!**

**[aroostookshrineclub@gmail.com](mailto:aroostookshrineclub@gmail.com)**



# CAP NEWS – NAPA - Digital Know How

Vol. 2 – 02/01/2024

**This TOOL should be in every shop & it is FREE!**



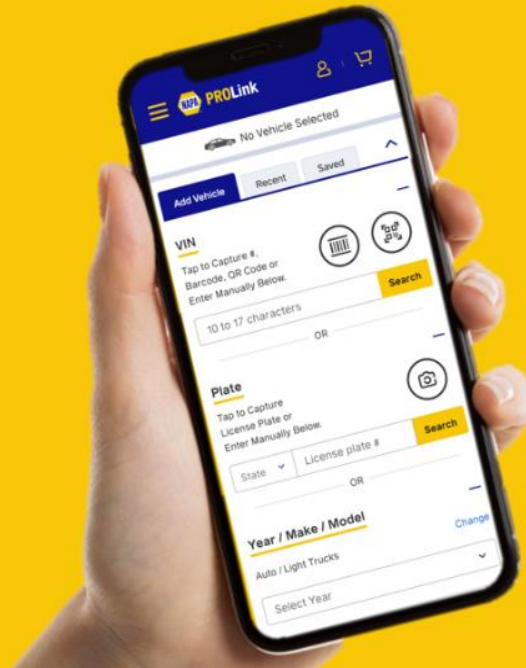
## DOWNLOAD THE APP



GET IT ON  
Google Play

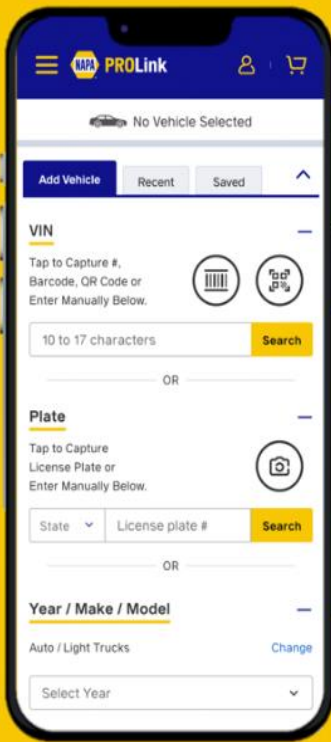


Available on the  
App Store



### SCAN

VIN, Barcode, QR Code, and New! License Plate scanning.



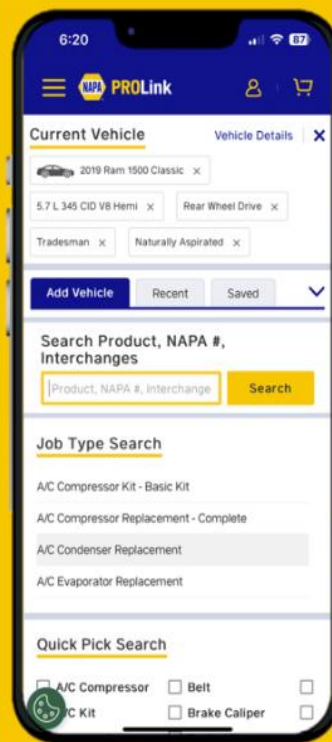
### DECODE

Scanning saves time. Ensures vehicle accuracy.



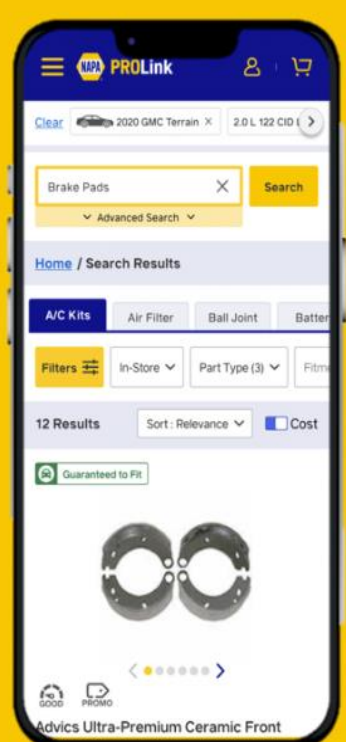
### SEARCH

Keyword, Interchange, Job Type, Multi-select Quick Picks.



### ORDER

New! See in-store inventory availability & quantities.







# CAP NEWS – PROLink Users

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**JUST IN: HOT CONSUMER REBATE OFFERS**

**Help your customers get more  
bang for their buck**



**Your customers can earn up to a \$25 Visa Prepaid card when you install NAPA batteries, starters or alternators, and cabin and air filters.**

**Offer valid through February 29!**

**After the product has been installed, log into PROLink and checkout the "Deals & Promotions" or "Specials" page and have your customers scan the QR to claim their prepaid VISA cards today.**



# CAP NEWS – TAMS TECH



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## Windows 10 End of Life



- Windows 10 will reach end of life in 2025 and will no longer supported by Microsoft
- Currently 25,000 PCs in NAPA stores are running Windows 10
- To upgrade compatible GPC/NAPA workstations to Windows 11
  - Backup any data you have on the workstations
  - Perform a system restore. Current restore image is Windows 11.
- **Some workstation models must be replaced as they cannot run Windows 11:**
  - OptiPlex: 3040, 3050, 7010, 7040, 7050, 9020

## INFORMATIONAL

### WHAT TO KNOW

- Windows 10 will no longer be supported by Microsoft in 2025.
- All workstations connecting to the GPC network must be updated to Windows 10 by July 2025.
- Older model workstations will not be able to run Windows 11.





# CAP NEWS – NDT



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## Coming Soon!



3<sup>rd</sup> & 4<sup>th</sup> Quarter  
of 2024

Delivery drivers will be able to  
pickup returns using the NDT tablets.

- Feature will be part of the current NDT tablet application.
- Returns will be synced with the NDT portal.
- Returns will then be verified from the NDT portal and then transmitted to TAMS as a saved invoice.
- Once in TAMS the credit can then be processed.
- This feature will be rolled out by territory.



# CAP NEWS – TAMS TECH



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**Store Managers – Please make sure your EOM for February is set to Thursday 02/29/2024. Check a couple days before to be sure. Thank you**



**FEBRUARY**

**29**

**LEAP YEAR**



# CAP NEWS – February Sales Event

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4

Shop **NAPAonline.com**



**CURBSIDE PICKUP**  
IN 30 MINUTES



**FREE ONE-DAY SHIPPING**  
ON 160,000 PARTS

## VISIBILITY

**SAVE  
\$15** /Pair

on Rain-X® Latitude,  
Silicone AdvantEdge®,  
and Truck & SUV  
Wiper blades  
en escobillas Rain-X Latitude,  
Silicone AdvantEdge® y para  
camiones y todoterrenos



**SAVE  
20%**

on NAPA NIGHTVISION™  
LED Sealed Beams and  
LED Miniature Bulbs  
en NAPA NIGHTVISION™ Luces  
LED selladas y bombillas LED  
miniatura



## CHEMICALS

YOUR CHOICE

**\$4.99**  
/each

SAVE  
UP TO  
**41%**

**CRC® Brakleen® Non-Chlorinated  
Brake Parts Cleaner**

Limpiador de piezas de freno  
sin cloro CRC Brakleen  
14 oz.

CRC 05050 w/Power Jet  
CRC 05084 Low VOC  
CRC 05088 High Strength  
CRC 05151 Ultra Low VOC  
CRC 05089 Non-Flammable 19 oz. **\$5.99**



STARTING AT

**\$4.39**  
/each

**STP® Oil Treatment**  
Tratamiento de aceite STP®  
15 oz.

NCB 65148

NCB 18027G Gas Treatment 12 fl. oz. **\$6.39**  
NCB 18030G Super Concentrated Fuel Injector Cleaner 12 oz. **\$7.19**  
NCB 18310 High Mileage Fuel Injector & Carburetor Treatment 12 oz. **\$5.99**



STARTING AT

**\$4.49**  
/each

SAVE  
UP TO  
**31%**

**SeaFoam® Concentrated  
Fuel Injector Cleaner**

Limpiador concentrado para  
inyectores de combustible SeaFoam®  
5.25 fl. oz.

SF IC5  
SF SF16 Auto Marine Fleet Motor Treatment 16 oz. **\$8.49**  
SF HM16 High Mileage Motor Treatment 16 fl. oz. **\$10.59**  
SF SF128 Motor Treatment 1 gal. **\$59.99**



SAVE  
**29%**

**\$4.99**  
/each

**Spray Nine Multi-Purpose  
Cleaner & Disinfectant**

Limpiador y desinfectante  
múltiples Spray Nine  
32 oz.  
NCB 26832



SAVE  
**20%**

**\$7.99**  
/each

**FREE ALL® Deep  
Penetrating Oil**  
FREE ALL Aceite de  
penetración profunda  
11 oz. Aerosol  
NCB RE12



SAVE  
**25%**

**\$3.99**  
/each

**WD-40 Multi-Use Product  
Aerosol Spray Can**  
Lata de Aerosol de Productos de  
Uso Múltiple WD-40  
3 oz.  
WD 49000



## WASH & WAX

**\$4.99**  
/each

SAVE  
**50%**

**Gear Up Red Shop  
Towels**  
Toallas para taller  
Gear Up Red  
6 Pack  
BK 7604502



**\$13.50**  
/each

SAVE  
**30%**

**Gear Up White Terry  
Towels**  
Toallas de Felpa Blanca Gear Up  
12 Pack  
BK 7604507



**\$12.49**  
/each

SAVE  
**22%**

**Tub O' Towels® Heavy  
Duty Cleaning Wipes**  
Toallitas de limpieza Tub O'  
Towels® para trabajos pesados  
90 Count Dispenser  
NCB TW90



**\$3.99**  
/each

SAVE  
**20%**

**Scott® Shop Towels Original™**  
Toallas para el Taller Scott® Original™  
NPP 75130 Roll 55 Sheets **\$3.99**  
NPP 75190 Box 200 Sheets **\$14.99**



## PAPER





# CAP NEWS – Counter Tools

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## DO

Sign up for a NAPA Rewards account today.



## EARN

Receive points for every purchase online or in store.



## REDEEM

Receive Rewards each time you reach 100 points.

### New NAPA Rewards In-store signage

We are implementing new NAPA Rewards signage that now includes a store-specific QR Code that will provide store-specific data and simplify the NAPA Rewards sign-up process in-store.

We have many customers already signed up for NAPA Rewards so utilize this new signage to create interest in the program and to get new sign-ups.



# CAP NEWS – Sales Tools

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## \*Rebates for Jan/Feb 2024

### Mobil One

- ☐ Save \$5 off NAPA Gold Oil Filter with a purchase of 5 quarts of Mobil 1
  - ☐ (Store Use Code: MobilFilters)

### Night Vision/Trico Edge

- ☐ Purchase a 2pk Night Vision Brilliance headlamps and 2 qty Trico Edge or Silicone Ceramic Blades
  - ☐ (Store Use code: SAFECOMBO)

### NAPA Remanufactured Starter or Alternator

- ☐ Purchase 1 qualifying remanufactured NAPA Starter or Alternator and claim a \$20 Prepaid Card
  - ☐ (NAPAREbates.com)

### NAPA Battery or AAA Battery

- ☐ Purchase 1 NAPA Legend Battery or Legend Premium AGM and claim a \$20 Prepaid Card
  - ☐ (NAPAREbates.com)
- ☐ Purchase 1 Qualifying AAA Battery and claim a \$25 Prepaid Card
  - ☐ (NAPAREbates.com)

### Castrol

- ☐ Buy 1qty 5qt Jug of Castrol Edge/Edge HM or 3qty 1 qt jugs and claim a \$15 Prepaid Card
  - ☐ (NAPAREbates.com)



# CAP NEWS – Retail info location in TEAMS.

Vol. 2 – 02/01/2024

## Where to find the monthly RETAIL info in TEAMS.

The screenshot shows the Microsoft Teams interface. On the left, the 'Teams' list is expanded, showing 'COASTAL AUTO PARTS' with sub-channels like 'General', 'Events', 'HR Answers', 'IT HELP Desk', 'Marketing', 'Purchasing', and 'Retail'. The 'Retail' channel is selected. On the right, the 'Retail' channel view shows three folders: 'October 2023 Retail Sal...' (dated October 3, 2023), 'Retail Sales Driver Tie-U...' (dated August 29, 2022), and 'Retail Sales Driver 2024' (dated January 2). A large yellow arrow points to the 'Retail Sales Driver 2024' folder.

The screenshot shows the Microsoft Teams interface. On the left, the 'Teams' list is expanded, showing 'COASTAL AUTO PARTS' with sub-channels like 'General', 'Events', 'HR Answers', 'IT HELP Desk', 'Marketing', 'Purchasing', and 'Retail'. The 'Retail' channel is selected. On the right, the 'Retail' channel view shows a folder named 'January-February 2024' (dated January 2). A large yellow arrow points to the folder.



# CAP NEWS – Shop Incentives

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The temps are low, and batteries are failing. Communicate this program to the shops that are using this equipment or make it a sales opportunity.

## Test Every Vehicle Earn back Promotion

Offer: December 1 – February 29

- Earn back towards the purchase price of a Carlyle CBT2000, CBT3000, or Autel BT608 Battery Charger
- Each battery sold earns up to \$7.50 back towards the purchase price of the battery tester



	EARN-BACK ITEM	EARN-BACK AMOUNT
 <b>EARN MONEY BACK</b> Earn money back, up to the price of your tester, through your NAPA Electrical purchases	NAPA Premium Battery	\$2.50
	NAPA Legend Battery	\$5.00
	NAPA AAA Battery	\$7.50
	NAPA Legend Premium NIM Battery	\$7.00
	Starters and Alternators	\$5.00



Eligible purchases are one or more conventional car, light-duty truck, up to full retail including the price of the tester, through their purchase of NAPA Legend, Automotive Batteries and Starter/Alternators, at the end of the promo period, shops will receive a \$100 Prepaid Card for the amount they earned back, not to exceed the price of the tester the shops purchased. Shops must purchase a tester to be eligible to receive earn-back dollars. This offer runs December 1, 2023 – February 29, 2024. The three highest earning items are Carlyle CBT2000, Carlyle CBT3000 and the Autel BT608.

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Details on NAPA Connect





# CAP NEWS – Shop Incentives

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## Q1 PROMOTIONS!!!



**SIGN UP!**

**NAPA TRACS** **NAPA AUTO CARE**

**SEE HOW YOU CAN SAVE TODAY!**

Partner with **TRACS** and Get  
NAPA Auto Care **FREE** for 2024

... and get free training and installation  
(\$500 value)!

**New AND Existing NAPA Auto Care centers!**

Sign up for TRACS in the first quarter and NAPA TRACS will pay your NAPA Auto Care dues (\$949 value)\*

**PLUS**

14-for-12 pricing (2 months free) for all new NAPA TRACS customers (Auto Care and Non-Auto Care)

Call 1-800-659-3710 or email [tracs\\_inside\\_sales@genpt.com](mailto:tracs_inside_sales@genpt.com)

\*Offer valid for NAPA TRACS customers who sign up for NAPA TRACS by 3/31/2024. Offer ends 3/31/2024. Offer valid for NAPA TRACS customers who sign up for NAPA TRACS by 3/31/2024. Offer ends 3/31/2024.

**Sell NAPA TRACS and Win this Ooni Freya12**



Details: The Salesperson who sells the most NAPA TRACS systems between 1/1/2024 – 3/31/2024. To qualify a minimum of 3 systems must be sold.







# CAP NEWS – Weekly Specials

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Do you know what the  
Freaky Friday Special of the  
week is?

**“Freaky Friday Specials”**

If not, ask your store’s  
salesperson what it is and  
how to help sell it.



# CAP NEWS – Shop Incentives

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Camp Sunshine is a wonderful charity to be part of! Make sure our installers take advantage of this earn back and the fantastic charity they'll be supporting.

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## Installer Rewards

**Camp Sunshine:** For several years, NAPA Installer Rewards has supported Camp Sunshine by donating \$1 per installer enrolled. This wonderful organization, founded in 1984, provides retreats combining respite, recreation, and support, while enabling hope and promoting joy, for children with life-threatening illnesses and their families through the various stages of a child's illness. To date, NAPA Installer Rewards has donated over \$112,000 to Camp Sunshine and we will keep this important tradition going in 2024!



We hope you will take advantage of this exciting program that promises to be rewarding for both you and your installers.





# INSTALLER REWARDS

Engine Systems Group Heating/Cooling Group

## 2024 NAPA Installer Rewards Benchmark Program

Welcome to the 2024 NAPA® Installer Rewards Program. It's easier than ever with no required point conversions and the option to auto-fulfill award earnings!

**Here's How It Works**

Enrolled installers who reach a \$1,750 per quarter purchase benchmark on eligible program products will **earn 1% back\*** on their program purchases for that quarter. Enrolled installers are now automatically eligible for Special Offers to earn extra \$ throughout the year!

Award \$ can be redeemed for Prepaid Visa® Cards or dozens of retail gift cards such as Bass Pro Shops, Best Buy and Cabela's. Enrolled installers that choose the **auto-fulfill** option will automatically receive a Prepaid Visa® Card at the close of each quarter.

Contact your local NAPA AUTO PARTS Store to enroll your business. Once your enrollment is processed, you will receive a welcome e-mail that will provide you with complete program details and instructions.



\*Exemptions apply. See eligible product list.

The NAPA Installer Rewards Program Headquarters staff is available to answer your questions and provide program information from **7:00am-5:00pm Central Time**

**Monday-Friday at (612) 564-4010**

**Toll-Free (877) 353-6686**

or e-mail at [NAPA@NAPAInstallerRewards.com](mailto:NAPA@NAPAInstallerRewards.com)



debit

4419 8499 9999 9999

AWARD 00/00

LEE N. CARDHOLDER



This Card is issued by Starline Bank N.A., St. Paul, MN 55102, Member FDIC, pursuant to a license from Visa U.S.A. Inc. This card may be used everywhere Visa debit cards are accepted. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement. Card expires 12 months from issuance; see the "Valid Thru" date printed on the card.











Engine Systems Group

Heating/Cooling Group



# CAP NEWS – Did “U” Know

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## INDEPENDENT STORE OWNER INFO

### NAPA XPRESS – New Freight Program Nationwide Rollout!

We are excited to announce the new NAPA Xpress UPS Ground Freight Program is no longer a pilot and officially going nationwide! NAPA is moving forward with the new freight program of \$9.99 UPS Ground shipping for all NAPA Xpress UPS sourced orders less than \$100.00 and FREE UPS Ground shipping for orders equal to or greater than \$100.00. Only the items being shipped UPS Ground in the NAPA Xpress order will qualify for the new freight program costs. The new freight program applies to all items shipped UPS Ground in a NAPA Xpress order regardless of the number of packages or fulfillment locations.

The new NAPA Xpress UPS Ground freight program starts 10/30/23 and applies to Company and Independent stores. Any items shipped via expedited methods (Next Day Air, 2nd Day Air, etc.) will retain the same freight cost structure leveraged today. We are looking in to expedited shipping costs as a future improvement. The new UPS Ground freight program only applies to the lower 48 states. Please note that JOEI orders are not eligible for the new freight program costs described above.





# CAP NEWS – Did “U” Know

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Below are a few examples of what to expect in NAPA Xpress regarding the new freight program costs.

## \$9.99 UPS Ground Shipping for NXP Orders less than \$100.00

**EXPRESS ORDER ITEMS**

Shipping Method ⓘ  
☐ Default ☒ Fastest ☐ Grouped ☐ Promo

UPS Ground (\$9.99) Est.delivery: 08/21/2023 , If you order before 04:00 PM

(S) FULFILLED BY: NAPA CHARLOTTE DC

Message to DC

BALKAMP BK\_5051220 HOSE CLAMP \$24.90 Qty: 10 +LOCAL

**Order Value Under \$100**

## FREE UPS Ground Shipping for NXP Orders equal to or greater than \$100.00

**EXPRESS ORDER ITEMS**

Shipping Method ⓘ  
☐ Default ☒ Fastest ☐ Grouped

UPS Ground (FREE Shipping) Est.delivery: Tomorrow , If you order before 04:00 PM

(S) FULFILLED BY: NAPA CHARLOTTE DC

Message to DC

2 Pa

Filter FIL\_1515 ENGINE OIL FILTER \$155.88 Qty: 12 +LOCAL

**FREE UPS Ground Shipping**

**Order Value Over \$100**



# CAP NEWS

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## February 14<sup>th</sup>



Thanks for subscribing!! See you in March - 2024