

# CAP NEWSLETTER

Vol. 2 – 09/01/2024





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# Look who's retiring.



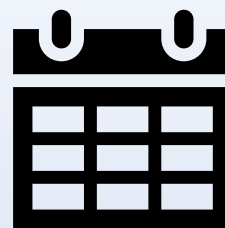
As Amber Austin retires from Coastal Auto Parts after many wonderful years at our Ellsworth office, we want to celebrate not just her remarkable career but also the joy she brought to our workplace. Amber's quick wit and delightful sense of humor made every day brighter, and her stories of camping Downeast were a testament to her adventurous spirit. Beyond her professional contributions, Amber's deep love for her family has been an inspiration to us all. Amber, your laughter, your passion for the outdoors, and your dedication to your loved ones will be dearly missed. We wish you a retirement filled with happiness, cherished family moments, and many more camping adventures. Thank you for everything you've given us.



# CAP NEWS

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## UPCOMING DATES



### **Group Managers Meeting:**

- October 2<sup>nd</sup> – Bangor Warehouse

### **Future Quarterly Meetings:**

- October 3<sup>rd</sup> - Hilton Garden Inn, Bangor

### **Milwaukee Sales Events:**

- 09/05/2024 – Lincoln
- 09/06/2024 – Hampden
- 09/13/2024 – Old Town
- 09/27/2024 – Ellsworth
- 10/10/2024 – East Millinocket

### **Special Events:**

- 09/09/24 – 09/13/24 - Store Wide Milwaukee Tool BLITZ EVENT.
- 09/23/24 – 10/5/2024 – Gear Wrench Tool BLITZ HAULER EVENT.
- 09/28/24 – Presque Isle GRAND OPENING!
- 09/28/24 – Autumn Gold Car Show – Ellsworth Home Depot.
- 10/05/24 – Bangor Retail Store GRAND OPENING!
- NEW MILWAUKEE HEATED GEAR COMING SOON!



# CAP NEWS



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## September - Coastal Workplace Anniversaries

First Name	Last Name	Default Department	Hired Month	Years Of Service
Banaman	Weston	Delivery	September	1
Zachary	Collins	Counter	September	1
Bruce	Steele	Counter	September	2
Douglas	Macmaster	Delivery	September	2
Terrance	Hilton	Delivery	September	2
Curt	Noddin	Counter	September	3
George	Hopkins	Shuttle Delivery	September	3
James	Thibodeau	Delivery	September	3
Kayla	Crossman	Delivery	September	3
Nathaniel	Clowes	Delivery	September	3
Joseph	Dube	Counter	September	4
Daniel	Leclerc	Delivery	September	5
Gary	Gooldrup	Delivery	September	5
Miles	Garrod	Counter	September	5
Scotty	Bresette	Counter	September	5
Daniel	Sanborn	Sales	September	6
Joshua	McCormack	Delivery	September	6
David	Gordon	Shuttle Delivery	September	7
Charles	Finley	Delivery	September	9
Jimmy	Bouchard	Counter	September	9
Jo	McDougall	Delivery	September	9
Nicholas	Letourneau	Delivery	September	9
Mark	Quigley	Sales	September	10
Timothy	Watson	Counter	September	10
Judy	Henry	Counter	September	12
Lynn	Jones	Delivery	September	17
Daniel	Clough	Counter	September	26
Bruce	Macdonald	Sales	September	28
Cheryl	Cray	Office	September	30





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## HAPPY "September" BIRTHDAYS

First Name	Last Name	Location	Birthday Month	Birthday Day
Jonathan	Allen	Oxford	September	2
Debra	Morin	Auburn	September	2
Tanner	Fishburn	Bangor Warehouse	September	5
Joshua	Soucy	Presque Is	September	5
Albert	Wing	Auburn	September	8
Lauren	Payson	Belfast	September	8
Rickey	Antworth	Houlton	September	8
Lanny	Putnam	Houlton	September	11
Matthew	Thomas	Caribou	September	11
Brian	Warren	Belfast	September	12
Lawrence	Tilton	Skowhegan	September	12
Logan	Badershall	Bangor	September	13
Paul	Burgess	Auburn	September	14
Matthew	Bumby	Topsham	September	15
Joseph	Lopes	Admin	September	16
Adam	Sawyer	Farmingdale	September	18
Tammy	Brouty	Blue Hill	September	19
Daniel	Clough	Rockland	September	22
Brian	Brown	Bangor Sylvan	September	23
Brandon	Demers	Topsham	September	24
Anthony	Dobson	Auburn	September	25
Dillon	Rowe	Auburn	September	25
Harold	Abbott	Bangor Warehouse	September	26
Jeffrey	Petit	Auburn	September	26
Randy	LeBlond	Bangor Warehouse	September	27
David	Tracy	Ellsworth	September	28
Timothy	Cobbett	Bangor Warehouse	September	29
Steven	Ellis	Admin	September	29
Othniel	Hyliger	Hampden	September	30



# CAP NEWS – New Hires & Changes.

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- **Shane Martin is now the Commercial Manager @ Coastal Ellsworth.**
- **Gary Conant has moved from delivery driver to dispatcher @ Coastal East Wilton.**
- **Scott Polley is the new Store Manager @ Coastal Ellsworth.**

**We congratulate these three and wish them well in their new positions!**



Scott Polley @ CAP Ellsworth





# CAP NEWS – Save the date:

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## Coastal Auto Parts – Oxford



**HOT RODS FOR  
GRADS**  
CRUISE IN CAR SHOW

TO BENEFIT  
OHCHS PROJECT  
GRADUATION



PRESENTED BY:



**SEPT. 21, 2024**  
**10AM - 2PM**  
GATES OPEN AT 8AM

AT OXFORD HILLS  
COMPREHENSIVE HIGH SCHOOL

\$5 PER PERSON | UNDER 18 FREE | CAR ENTRIES FREE

find us on Facebook (Hot Rods for Grads) for more details





# CAP NEWS – Local Events

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## Cruise Night at Coastal – Oxford

A HUGE THANK YOU...to the car owners, spectators and John M for making this a great cruise night ...you guys are awesome!!!







# GEAR WRENCH HAULER BLITZ

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SAVE THE DATE – 09/23/2024 - 10/05/2024

Coming to a CAP NAPA STORE NEAR YOU!





# CAP – In The News

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“A Maine business that started in Ellsworth has expanded its footprint in Presque Isle.”

“Coastal Auto Parts/NAPA Auto Parts recently moved from the corner of Park and Main streets to a new, larger building at 211 Main, next to Griffeth Ford Lincoln.”



“Joshua Soucy (left), counter sales representative, and store manager Bill Busse look up a customer request at Coastal Auto Parts/NAPA in Presque Isle. The company recently opened a new, larger store. (Paula Brewer, The Star-Herald)”

For the full article from “The County” news article, follow the link below:  
<https://thecounty.me/2024/08/29/business-news/growing-auto-parts-business-opens-new-location-in-presque-isle/>





# CAP NEWS – Local Events

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**Jeff Dexter, Tyler Malloy, John Raymond and Chuck Turner were on hand for Harpswell Auto Sales grand opening of their new location. Harpswell Auto Sales is quickly becoming one of our best customers, being serviced from our Topsham location.**



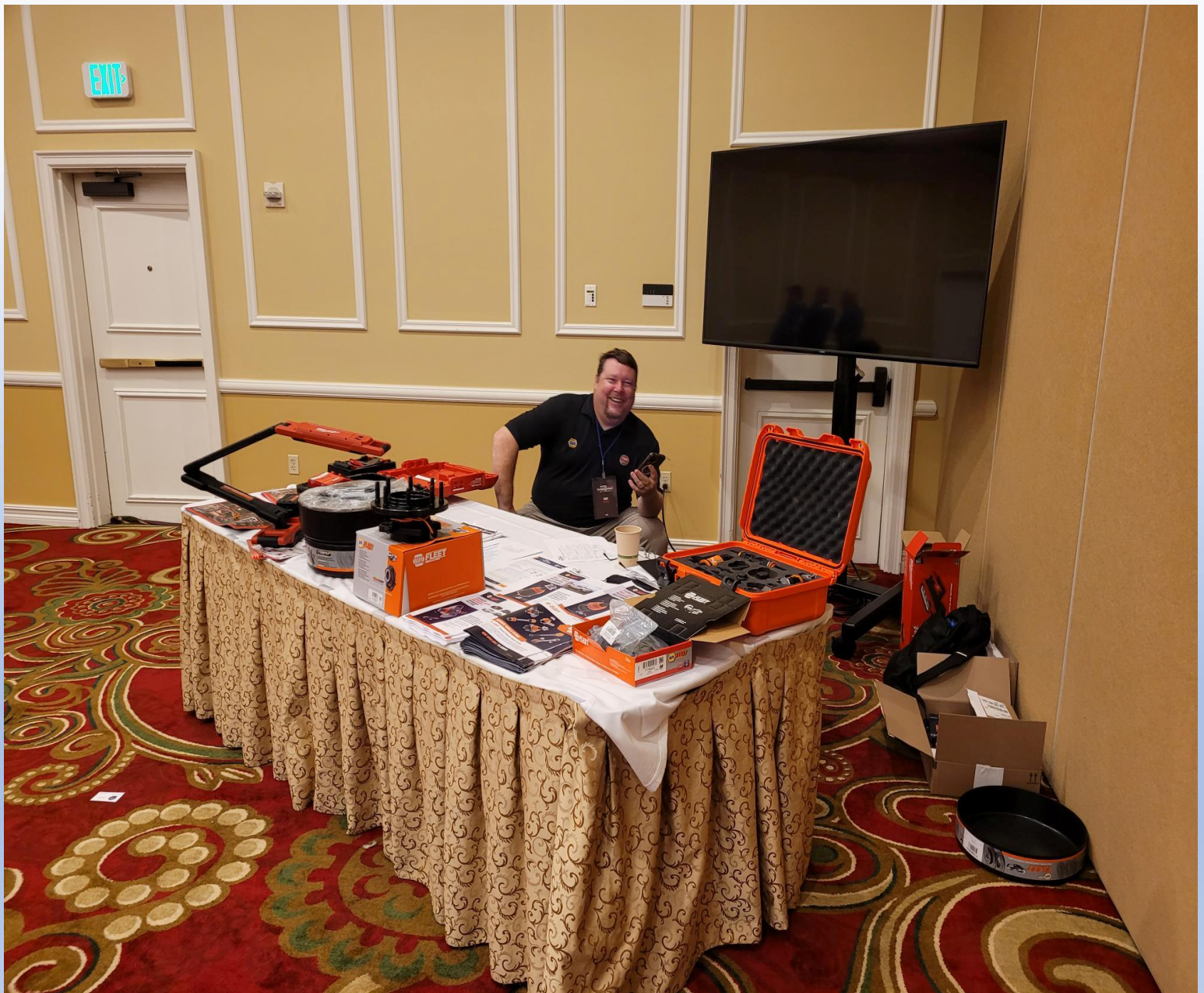




# CAP NEWS – Local Events

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**Coastal Auto Parts participated in the VIP Conference in August. Thank you everyone who helped out & especially Matt Natale for the photo op.**







# CAP NEWS – AUTEL TRAINING

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Recently, Coastal Auto Parts had the pleasure of hosting a highly successful Autel training session for our customers. The event was a fantastic opportunity for participants to dive deep into the features of Autel diagnostic tools, guided by industry experts. Attendees engaged in hands-on activities, learned advanced troubleshooting techniques, and discovered how to leverage Autel's latest technology to enhance their service capabilities. The positive feedback and enthusiastic participation underscored the value of these educational events, reinforcing our commitment to supporting and empowering our automotive community.







# CAP NEWS – ADAS TRAINING

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ADAS calibration involves adjusting and aligning Advanced Driver Assistance Systems (ADAS) to ensure they function correctly and accurately. These systems, which include features like lane-keeping assist and adaptive cruise control, rely on precise calibration to operate safely and effectively. At Coastal Auto Parts, we recently hosted training events led by Chuck Turner and our sales team, focusing on the latest ADAS calibration tools and techniques. These sessions provided our customers with essential hands-on experience and expert guidance to confidently manage and calibrate ADAS systems, enhancing their repair and maintenance capabilities.







# CAP NEWS – CMCC Tool Show

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## CMCC Student Tool Show, 08/30/2024.

Thank you, Joe Lopes, Chuck Turner & Tool Reps for taking the time to present at CMCC and meeting with the future techs of the Automotive Industry.







# MILWAUKEE EVENT

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Milwaukee Free Good Order Form



## Q3 2024 SALES EVENT

DATE  
September 9-13, 2024 Summer Event

Coastal Auto Parts- NAPA Maine



## TRADE-IN & SAVE

### \$250, \$100 OR \$50 OFF INSTANTLY

WHEN YOU PURCHASE A QUALIFYING M18 FUEL OR M12 FUEL PRODUCT & TRADE-IN A QUALIFYING PROFESSIONAL PNEUMATIC OR CORDLESS TOOL (SNAP-ON, INGERSOLL RAND, CHICAGO PNEUMATIC, AIRCAT, MAC, MATCO, DEWALT, MAKITA OR BOSCH)

RED PRICES ARE AFTER TRADE-IN DISCOUNT HAS BEEN APPLIED

#### QUALIFYING PRODUCTS FOR \$250 OFF

WAS \$1,410  
**\$1,160**

2869-22HD  
M18 FUEL™ 1" D-Handle Ext. Anvil High Torque  
Impact Wrench w/ ONE-KEY™ Kit



WAS \$1,220  
**\$970**

2660-22CT  
M18 FUEL™ 1/4" Blind Rivet  
Tool w/ ONE-KEY™ Kit



WAS \$1,399  
**\$1,149**

2661-20  
M18 FUEL™ 1/4" Lockbolt Tool  
w/ ONE-KEY™ (Tool Only)



#### QUALIFYING PRODUCTS FOR \$100 OFF

WAS \$619  
**\$519**

2769-22R  
M18 FUEL™ 1/2" Ext. Anvil  
Controlled Torque Impact  
Wrench w/ ONE-KEY™ Kit



WAS \$499  
**\$399**

2967-22  
M18 FUEL™ 1/2" High  
Torque Impact wrench  
w/ Friction Ring Kit



#### QUALIFYING PRODUCTS FOR \$50 OFF

WAS \$333<sup>99</sup>  
**\$283<sup>99</sup>**

2554-22  
M12 FUEL™ 3/8" Stubby  
Impact Wrench Kit



WAS \$333<sup>99</sup>  
**\$283<sup>99</sup>**

2555-22  
M12 FUEL™ Stubby  
1/2" Impact Wrench Kit



WAS \$269<sup>99</sup>  
**\$219<sup>99</sup>**

2409-22  
M12 FUEL™ Low Speed  
Tire Buffer Kit



#### BUY THIS

**\$249<sup>99</sup>**

0910-20  
M18 FUEL™ 6 Gallon  
Wet/Dry Vacuum

M18 FUEL



GET A  
**FREE**

48-11-1890  
M18™ REDLITHIUM™ HIGH  
OUTPUT™ XC8.0 Battery



**\*\$235 VALUE**

#### BUY THIS

**\$349**

2826-20T  
M18 FUEL™ 14" Top Handle  
Chainsaw (Tool-Only)

M18 FUEL



GET A  
**FREE**

48-11-1890  
M18™ REDLITHIUM™ HIGH  
OUTPUT™ XC8.0 Battery



**\*\$235 VALUE**

#### BUY THIS

**\$79<sup>99</sup>**

2364-20  
M12™ ROVER™  
Mounting Flood Light

M12



GET A  
**FREE**

48-11-2420  
M12™ REDLITHIUM™ CP2.0 Battery



**\*\$68 VALUE**

#### BUY THIS

**\$149<sup>99</sup>**

2366-20  
M18™ ROVER™  
Dual Power Flood Light



M18

#### GET 1 OF YOUR CHOICE **FREE**

2161-21  
REDLITHIUM™ USB 1100L  
Twist Focus Flashlight

**\*\$80 VALUE**

2115-21  
REDLITHIUM™ USB  
Low-Profile Headlamp

**\*\$70 VALUE**

2112-21  
REDLITHIUM™ USB ROVER™  
Pocket Flood Light

**\*\$70 VALUE**

2113-21  
REDLITHIUM™ USB  
Pivoting Flashlight

**\*\$80 VALUE**

#### BUY THIS

**\$319<sup>99</sup>**

2960-20  
M18™ PACKOUT™  
Radio + Charger

M18



GET A  
**FREE**

48-22-8302  
PACKOUT™  
Cooler

**\*\$75 VALUE**



PRICES AND PROMOTIONS VALID 7/1/2024 - 9/30/2024, WHILE SUPPLIES LAST.





# CAP NEWS

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**Q3 REDLINE  
INITIATIVES**

## PROMOTIONAL PRIORITIES

1

**BLITZ WEEK**

2

**Q3 EVENTS**

3

**Q3 REAL DEALS**

### KEY DATES

**BLITZ WEEK:**

**TRADE-IN WITH FREE BATTERY**

9/9/24 – 9/13/24



Only available to "select" ISO's.  
Work with your RM / KAM to determine ISO targets  
(\$15K min. order)

**Q3 EVENTS**

7/1/2024 – 9/30/2024



(\$10K min. order)

**Q3 REAL DEALS**

7/1/2024 – 9/30/2024



Open to all NAPA stores.  
No buy in required, but is encouraged  
(\$2,500 suggested order)

## BLITZ TRADE-IN IS #1 PRIORITY



# CAP NEWS – Promotions

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September 1 - September 30, 2024

## SEPTEMBER SAVINGS

SAVE  
UP TO  
**45%**

**\$36<sup>99</sup>**  
/each

Mobil 1® Extended  
Performance  
Full Synthetic Motor Oil  
Aceite de Motor Totalmente  
Sintético de Rendimiento  
Prolongado Mobil 1®  
5 qt.  
0W20, 5W20, 5W30



**\$7<sup>49</sup>**  
/each

1 qt.  
0W20, 10W30, 5W20, 5W30

SAVE  
UP TO  
**41%**

**\$35<sup>99</sup>**  
/each

Mobil 1® High Mileage  
Advanced  
Full Synthetic Motor Oil  
Aceite de Motor Avanzado de  
Alta Millaje Totalmente Sintético  
Mobil 1®  
5 qt.  
0W20, 10W30, 5W20, 5W30



**\$7<sup>29</sup>**  
/each

1 qt.  
0W20, 10W30, 10W40, 5W20, 5W30

SAVE  
UP TO  
**38%**

**\$34<sup>99</sup>**  
/each

Mobil 1® Advanced  
Full Synthetic  
Motor Oil  
Aceite de Motor Avanzado  
Totalmente Sintético  
Mobil 1®  
5 qt.  
10W30, 5W20, 5W30



**\$6<sup>99</sup>**  
/each

1 qt.  
10W30, 15W50, 5W20, 5W30, 5W50

Save an additional \$5  
when you purchase  
5 quarts of Mobil 1™  
motor oil and a NAPA Gold  
Oil Filter.



Available in store only.  
Stores use code **MOBIFILTER5** to  
record instant rebate.

SAVE  
**29%**

**\$9<sup>99</sup>**  
/each

NAPA® Extended Life 50/50 Prediluted Universal  
Antifreeze & Coolant  
Anticongelante y Refrigerante Universal Prediluido 50/50 NAPA®  
de Larga Duración  
1 gal.  
NAF-RTU1EXT



SAVE  
**20%**

**\$157<sup>99</sup>**  
/each

Schumacher® Manual  
Wheel Charger  
Cargador de ruedas manual  
Schumacher®  
NBC SC1437



Purchase select  
Bosch Lithium-Ion Batteries and

Claim a  
**\$25** Visa® Prepaid Card\*

Redeem online at [NAPAbates.com](http://NAPAbates.com) by 10/15/24  
Reclame una Tarjeta Regalo Visa® de \$25\*  
Cargable online en [NAPAbates.com](http://NAPAbates.com)



**SAVE 20%**  
**ON SELECT K&N®**  
**OIL FILTERS**



Shop [NAPAonline.com](http://NAPAonline.com)



**CURBSIDE PICKUP**  
IN 30 MINUTES



**FREE ONE-DAY SHIPPING**  
ON 180,000 PARTS





# CAP NEWS – HOT BUTTONS

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## RETAIL SALES DRIVER HOT BUTTONS September 2024



### ☐ “Just Ask”

- BK 152325D Cleaning Gel
- \$3.99

### ☐ **PROMOTIONAL A/R and REBATE INFORMATION:**

#### Mobil 1

- Purchase 5 quarts of Mobil 1 motor Oil and a NAPA Gold Oil Filter and Save an additional \$5
  - Use Code MOBFILTERS

#### Bosch Lithium-Ion Battery

- Purchase select Bosch Lithium-Ion Batteries and Claim a \$25 Visa Prepaid Card
  - Redeem online at [NAPArebates.com](http://NAPArebates.com)

#### Gear Wrench

- Purchase 179-piece Mechanics Set for \$149 and save an additional \$20
  - Use Code APX Instant20

#### Milwaukee Tools

- Purchase one MIL 296020 Milwaukee M18 Fuel 3/8" Mid-Torque Impact Wrench with Friction Ring and get one Mil 48111850R M18 Chem Res Battery Free
  - [WWW.Milwaukeetool.com/E-Rebates/NAPA](http://WWW.Milwaukeetool.com/E-Rebates/NAPA)
- Purchase one MIL 211721 Milwaukee Red Lithium USB 400L Neck Light and get one MIL 48112131 Red Lithium USB 3.0 Battery Free
  - [WWW.Milwaukeetool.com/E-Rebates/NAPA](http://WWW.Milwaukeetool.com/E-Rebates/NAPA)

#### Groit's Garage Wash and Wax Products

- Purchase 2 eligible Groit's Garage Wash and Wax Products and save \$5
  - BKInstant5

#### Pennzoil Platinum Full Synthetic

- Purchase 10 quarts of Pennzoil Platinum Full Synthetic motor oil and get a \$25 Gift Card
  - [Pennzoil.com/rewards](http://Pennzoil.com/rewards)

### ☐ **SALES DRIVER SET-UP CHECKLIST:**

- SHELF TALKERS:
  - REMOVE: Orange (August Retail Sales Driver)
  - ADD:  Retail Sales Driver
  - KEEP Teal: (Q3 2024 Real Deals)

SAVE  
20%



**\$3.99**  
/each

Cleaning Gel  
Gel limpiador  
BK 152325D



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**See you in October - 2024**



**Thank you for subscribing to our Newsletter!**