



Now In Stock — The AAA Premium Battery

POWER YOU CAN TRUST™



**NOW AVAILABLE AT
NAPA AUTO PARTS**

And participating AAA Approved Auto
Repair and NAPA AutoCare Centers.





Now In Stock — The AAA Premium Battery

POWER YOU CAN TRUST™

Features & Benefits

- ▶ **Better Warranty:** 3-Year FREE Replacement + Limited Warranty
- ▶ **Better Coverage:** 24 SKUs, providing 82% VIO coverage
- ▶ **Easy to Quote Pricing:** One Price for all AAA part numbers
- ▶ **Deferred Billing Available***
** On approval of credit*
- ▶ **Extensive Marketing:** Support from AAA & NAPA
- ▶ **Rebates:** Qualify for NAPA quarterly program rebates

Trusted by AAA members and backed by a Limited Warranty that includes a 3-Year Free Replacement. Available in-store and online.



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**NAPA PREMIUM
AAA BATTERY**



**DEBI
PROGRAM**



Now In Stock — The AAA Premium Battery

POWERIZED STOCKING DEALER PROGRAM

- ▶ Fully Charged Batteries that are Ready to Sell!
- ▶ Deferred Billing based on Fastest-Moving SKU's
- ▶ Free Rack with Battery Maintainer
- ▶ "Test Every Vehicle" (TEV) Sales & Support Program

YOUR NAPA STORE WILL...

- ▶ Process all battery warranty claims and issue credit
- ▶ Handle core returns (to avoid hazardous conditions in your shop)
- ▶ Replenish your sold inventory weekly
- ▶ Review and rotate your inventory as needed

PART NUMBERS:

Debi Rack: BAT R180NAPA

Power Maintainer: BAT SPP-1



NAPA PREMIUM AAA BATTERY MARKETING KIT

NAPA Premium AAA Battery Marketing Kit Available at Your Local NAPA Store

PART NUMBER:
Marketing Kit: BAT AAA235



WINDOW CLING



BAY BANNER



POSTER



COUNTERMAT



TABLE TENT



MIRROR HANG TAG

MARKETING KIT



NAPA BATTERY LINE UP



NAPA PROFORMER SERIES

18-Month Free
Replacement
Warranty

GOOD



NAPA LEGEND SERIES

2-Year Free
Replacement
Warranty

BETTER



NAPA PREMIUM AAA BATTERY

Limited Warranty that
Includes a 3-Year
Free Replacement

BEST



NAPA LEGEND PREMIUM AGM

3-Year Free
Replacement
Warranty

SPECIALTY

**NAPA BATTERY
LINE UP**



NAPA TEST EVERY VEHICLE PROGRAM



Vehicles on the Road Today

Automotive aftermarket studies show:



1 of every 4 = **25%**
will replace a **battery** this year

Based on industry data



1 of every 5 = **20%**
will replace a **belt** this year

Based on industry data



1 of every 13 = **8%**
will replace a **alternator or starter** this year

Based on industry data

Turn 3 Minutes Into Profit with Test Every Vehicle

Why the Test Every Vehicle program makes sense.

Did you know that the vehicles you service often leave the shop with unidentified electrical problems? Based on industry data, approximately \$60 billion in needed repairs goes unperformed nationwide each year. The TEV Program is an opportunity designed to benefit your shop AND your customers. There is profit for you in these numbers.

Benefits for you and your customers.

By testing each vehicle in your shop and presenting the hardcopy diagnosis to the owner, you open the door for immediate and future repairs. If that vehicle is all Good to Go, the printout is a reminder of the service you provide. Every day you pave the way for part sales and service on NAPA Batteries, Alternators, Starters and Belts.

Your shop could double its electrical system sales by making the 3-minute test part of every inspection routine.

Need proof? Work with your NAPA AUTO PARTS Store representative to complete the NAPA EES Sales Accelerator worksheet and see how the TEV Program can multiply your shop profits.