



**ECHLIN®**

# We've Got You Covered

## [ What Is the NAPA® Echlin® District Stores “Test Market” Program? ]

The NAPA® Echlin® “Test Market” Program is an inventory upgrade & strategic pricing plan for select district store locations. This program focuses on key NAPA® Echlin® growth categories where there is significant opportunity for NAPA® to gain market share relative to their competition.

## [ How Does the “Test Market” Program Work? ]

This program generated inventory upgrades in three (3) NAPA® Echlin® product categories that have been determined to offer the largest market share growth potential. These categories are Ignition Coils, Camshaft & Crankshaft Sensors and Fuel Pressure Regulators.

## [ Why We Are Running the NAPA® Echlin® “Test Market” Program? ]

During a recent market review NAPA® identified specific growth areas in engine management where we are not achieving our desired market share. During this review, we identified that we may be under-stocked relative to our retail competitors in these key areas. This program will give us the necessary insight to:

- Re-establish our leadership position in high-technology market-growth segments
- Help grow the NAPA® store's sales and profitability

## [ How Are We Going To Gain Our Desired Market Share? ]

Engage the **4-Steps to Engine Management Success**:

### 1. Inventory

- Market intelligence related to local retailer competitive stocking positions
- Create an upgrade by expanding MIC to increase the store's competitive inventory position

### 2. Pricing

- Utilize local competitive price shops to create a new custom profile designed to bring NAPA® to a highly competitive market-based price position

### 3. Training

- Online and in-store counterperson training
- Installer sales and information blitz

### 4. Service

- Improved inventory, enhanced pricing, engaged counter & outside sales efforts equal effective NAPA® service!

