

**It's true,
we're driving
traffic
this winter!**



NAPA BATTERIES GET \$25 BACK POS KIT WILL BE SENT TO YOU IN ADVANCE AND INCLUDES:

- 18 x 24 poster
- 2 stand-up counter cards
- Rebate pads - Staple to the receipt of every customer that qualifies for the rebate!

PLUS, we'll make the following digital materials available also! Find these digital materials on the back end of the NAPA AUTOPRO website in your members section under the "Product Promotions" tab under Marketing.

Electronic ad slicks

- Select 1/4-page or 1/2-page ads in either black and white or full colour.

Web banners

- Web banners in the most common sizes that you can post on your own website!

Twitter and Facebook

- Electronic banners pre-sized for you to use on Twitter and Facebook!

Email

- A custom electronic version that you can email directly to your clients!

Attention, MechanicNet subscribers!

- Postcards and emails are available through your MechanicNet Promotions Manager.

Video

- A promotional video designed for your shop's TV is available through your NAPA Digital Menu Board.

EXCLUSIVE NAPA AUTOPRO offer!

Your customers can receive \$25 BACK when they have our premium lines of NAPA batteries installed by you! Our qualifying NAPA batteries have the product number prefix "NAB" and include:

NAPA LEGEND™, NAPA LEGEND™ PREMIUM and NAPA LEGEND™ PREMIUM AGM

Offer valid January 1–February 28, 2019

Will be featured on the NAPA AUTOPRO website and in the NAPA AUTOPRO consumer newsletter!

PROMOTION CHECKLIST

Prior to the promotion

- Make sure your entire staff is aware of the promotion details
- Use Digital Assets to share the Get \$25 Back promotion via:
 - your website's home page
 - your Facebook page
 - your own email blast
 - Twitter
 - emails or postcards sent using your MechanicNet subscription
 - your local marketplace (use the ad slicks available)

During the promotion

- Display promotional poster prominently from January 1 to February 28, 2019
- Mention the promotion when answering the phone
- Staple the Get \$25 Back promotion rebate form to the receipts of all customers who qualify for the rebate

Get \$25 Back rebate instructions

The Offer – Customers can receive a \$25 rebate payable in the form of a Visa® prepaid card when you install qualifying NAPA Legend™ batteries.

To receive their Visa® prepaid card:

- Customers must complete an original rebate claim form and mail it together with your service invoice with the qualifying NAPA battery part numbers circled to the address listed. Your service invoices should be complete with the customer's name, address, and phone number, along with the vehicle's VIN (or year, make, and model) and mileage, and with the qualifying NAPA part #'s clearly listed.
- Submissions must be postmarked no later than 11:59 p.m. ET on March 31, 2019.
- Limit of one original rebate submission form per customer vehicle.

