

APRIL, MAY, JUNE

This offer  
might come as  
a bit of a shock.  
It's true.



**NAPA QUICK STRUT assemblies and NAPA OESpectrum shocks – GET UP TO \$50 BACK – POS kit will be sent to you in advance and includes:**

24 x 36 poster

1 stand-up counter card

**Rebate pad** : Staple to the receipt of every customer that qualifies for the rebate!

**PLUS, we'll also make the following digital materials available!**

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 full colour.

**Web banners**

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

**Twitter & 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!

**Customer Relationship Management (CRM)**

Postcards and emails are available through your CRM provider.

**Video**

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

## IT'S TRUE, EXCLUSIVE NAPA AUTOPRO OFFER!

Your customers can receive UP TO \$50 BACK when you replace all 4 corners with premium quality NAPA QUICK STRUT assemblies and NAPA OESpectrum shocks.

2 corners = \$25    4 corners = \$50

All qualifying NAPA QUICK STRUT assemblies and NAPA OESpectrum shocks have the product number prefix "NSA".

Offer valid April 1<sup>st</sup> to June<sup>th</sup> 30, 2024. Will be featured on [napaautopro.com](http://napaautopro.com) and [napacanada.com](http://napacanada.com).

### PROMOTION CHECKLIST

#### Prior to the promotion

- Make sure your entire staff is aware of the promotion details
- Use Digital Assets to share the "Get Up To \$50 Back" promotion via:
  - your website's home page
  - your Facebook page
  - your own email blast
  - Twitter
  - emails or postcards sent using your CRM subscription
  - your local marketplace (use the ad slicks available)

#### During the promotion

- Display promotional poster prominently from April 1<sup>st</sup> to June 30<sup>th</sup>, 2024
- Mention the promotion when answering the phone
- Staple the "Get Up To \$50 Back" promotion rebate form to the receipt of all customers who qualify for the rebate

#### "Get Up To \$50 Back" rebate instructions

**The Offer:** Customers can receive up to a \$50 rebate payable in the form of a Visa® prepaid card when you replace all 4 corners of their vehicle using any qualifying NAPA QUICK STRUT assemblies and NAPA OESpectrum shocks.

- 2 corners = \$25 rebate
- 4 corners = \$50 rebate

#### To receive their Visa® prepaid card:

- Customers must **complete a rebate submission online at [www.NAPAREbates.ca](http://www.NAPAREbates.ca)** OR complete an **original rebate claim form** and mail it together with your service invoice **with the qualifying NAPA QUICK STRUT and NAPA OESpectrum (NSA) 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 NSA part #'s clearly listed.
- Submissions must be postmarked or submitted online no later than 11:59 p.m. ET on July 31<sup>st</sup>, 2024.
- **Limit of one original rebate submission per customer vehicle.**



Preventive maintenance is key. It's true.

