

# **Affinia's NAPA Chassis Revitalization Project:**

Brand Name Development Review:  
Support Rational For Three Selected  
Brand Name Options.

December 14, 2012





## Rationale for brand option: **GO**

GO is a brand name that implies infinite possibility and options. At its most basic, the word “go” means “to move on a course or proceed.” But its potential goes far beyond a basic definition. You can GO fast. GO slow. GO for it. GO places. GO farther. GO the distance. GO all in.

Without GO, life is a no-go. You’re stuck in the mud, broken down on the side of the road, unable to enjoy the freedom and excitement of the road as you take your life from Point A to Point B. You have lost your ability to generate momentum.

GO encourages action across a wide range of psychographics – it applies to a Prius driver, as well as safety-conscious Volvo owner. In terms of our brand platform, it suggests a lack of complacency, a focus on responsibility and dependability, and a sense that we are constantly searching for or creating the next evolution of “best.”

GO also accurately communicates our brand tone and image: fun, freedom, adventure, confidence and control. In today’s society, you must not get distracted, try and text at red lights, or put off maintenance through lack of confidence or inaction. You must GO at all costs, avoiding the limbo of any issues the road can throw at you. When used as a new brand name, GO clearly reflects NAPA’s mission to make the road a better place.

## Suggested Positioning Statement: **GO forward!**





## Rationale for brand option: **DRIVE**

Who doesn't want to have "drive?" By every definition in the dictionary, drive is an amazing conceptual force. In business and charitable endeavors, a drive is "a strong, organized and united effort to accomplish a purpose." In sports, drive is the "act of hitting, knocking, moving or thrusting a ball very swiftly." From the driver in your golf bag to the innate impulse to "get 'er done," drive moves life and competitive endeavors forward, faster.

In the automotive industry, the brand name DRIVE has particularly apt advantages. It is both a command to "drive!" and an implication that a vehicle is always ready to go, without mechanical issues that impede your progress. DRIVE also embraces a sense of freedom. If you can drive, you can go anywhere.

In addition, the DRIVE name directly supports the first two strategic objectives of the NAPA Chassis brand name revitalization program: (1) To drive those who are already installing a "BETTER" brand to install a "BEST" brand, and (2) To drive those who have not been installing NAPA to give us a trial. Implied in DRIVE is the ability to "drive profits," "drive sales," "drive performance," "drive traffic" etc. It also exemplifies four of values spotlighted within our brand platform: • Ambition • Dependability • Innovativeness • Aggressiveness.

Depending on how it is positioned and supported, DRIVE is classified as an Experiential or Evocative brand name. It also lends itself to the creation of compelling sub-brands such as DRIVE*XE*, DRIVE*XP*, DRIVE*CS* (CITY STREETS SERIES), DRIVE*XD*.

Suggested Positioning Statement: ***DRIVE it like you own it!***





## Rationale for brand option: **BDP\***

BDP\* is a brand name designed to generate disruption and disturbance. It is a firm absolute in a world of wishy-washy and namby-pamby. It takes a stand, jabs a spear in the ground, draws a line in the sand, and instills unquestioned confidence in the choices installers make on behalf of their customers.

Its asterisk is a flame to the moth, piquing curiosity and rewarding customers with the ultimate brand promise – BEST DAMN PARTS. It speaks the sometimes gritty language of the installer, making an immediate connection with the way he thinks and lives. It's also fun and real, instantly cutting through the clutter of far less gutsy brands.

BDP\* is designed to defy conventional auto aftermarket marketing standards. It is all about losing the “spin,” saying what you believe and doing what you say you will. It screams the brand values of dependability, aggressiveness, the opposite of complacency, and the innovation that comes from taking an idea, a product and a handshake to the limit.

It can take our positioning of “Simply the best steering and suspension products on the planet” as far as it can go through engaging, memorable, in-your-face language and concepts.

## Suggested Positioning Statement: ***BDP\* we swear by our parts!***

