



## Press Release

### A Successful Completely Virtual Edition of the NAPA XPO Sale 2020

*Close to 4,000 participants took advantage of exclusive discounts by visiting the virtual booths of more than 100 exhibitors*

**Montreal, November 4, 2020** – The 2020 edition of the NAPA XPO Sale, which took place virtually from August 31 to October 9, 2020, was a resounding success. This year's promotion theme, On the Road to Rewards, was very popular with automotive service providers in Quebec and the Atlantic.

More than 100 exhibitors presented virtual booths on the platform developed exclusively for the NAPA XPO Sale. The personalized booths offered the exhibitors' products, equipment and services. Close to 4,000 automotive service providers from Quebec and the Atlantic participated in this popular aftermarket industry event, which switched to a digital format this year to respect the restrictions in place due to the COVID-19 pandemic. Remarkably, orders increased by over 50% compared to last year and the site received over 80,000 visits! Visitors, mainly installers, had the chance to take advantage of exclusive discounts and get their hands on thousands of rewards, including those offered by Sépaq, Centre HI-FI and Malga.

"We are all very proud of the success of the NAPA XPO Sale 2020. Our team was able to handle the many challenges that come with a virtual edition. I would like to thank our clients and partners in Quebec and the Atlantic for their confidence throughout this virtual edition. The digital platform and the deployment in the field enabled the NAPA XPO Sale to meet the information needs of people in the industry," noted Dominic Baribeau, Sales General Manager, NAPA Quebec Region.

"As for the Atlantic region, we are very happy to have been part of this new adventure, the first joint edition of our two regions in a NAPA XPO Sale. Our entire team has worked hard to deliver an XPO that meets our customers' expectations. We are particularly proud of the success we achieved, from all points of view," explained Philippe Massé, General Sales Manager, NAPA Atlantic Region.

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