



NAPA XPO Sale 2021 A Successful First National Edition

Montreal, October 19, 2021 – The first national edition of the NAPA XPO Sale took place from August 30 to October 8, 2021, with close to 8,000 participants taking advantage of exclusive special prices and a wide range of promotions by visiting the virtual kiosks of over 100 exhibitors.

The theme of the XPO Sale this year, Reload, perfectly reflected its name, with the event generating more than 12,000 orders. Installers had the opportunity to stock up on products at the best prices for fall 2021 and winter 2022.

Visitors also had a chance to pick up great rewards by redeeming the XPO points they collected with their purchases. In total, 4,000 rewards were ordered from among those offered by the XPO's 4 partners: MALGA, Global Tourisme, Centre Hi-Fi and Sépaq.

“We built on the success of the first virtual edition in Quebec and the Atlantic provinces last year to reach installers across the country this year, and they answered the call. Thanks to a team that is very involved with our customers, we were able to make this event a huge success,” noted John O’Dowd, Vice President Marketing, NAPA Canada.

Developed by Victoire Events and Web specifically for NAPA, the XPO Sale platform is a unique event space where suppliers can showcase their products and provide installers with value-added content. This year’s event featured podcasts, videos, articles and 2 virtual car races.

For more information:

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