



2021 NAPA XPO Sale

An entirely virtual Canada-wide edition

Montreal, June 30, 2021 – Following the success of the virtual 2020 NAPA XPO Sale for Quebec and Atlantic installers, NAPA Canada is proud to be making this event nationwide in 2021. From August 30 to October 8, 2021, the NAPA XPO Sale will take place in all registered Canadian auto repair and body shops.

Online and personalized

Automotive service providers will be able to visit our exhibitors' booths virtually, earn XPO points, and discover our great selection of rewards! Plus, to make the event even more engaging, NAPA Auto Parts store representatives will be able to personalize the customer experience.

The 2021 theme: "Reload"

XPO Sale participants will be eligible for lots of special prizes offered by exhibitors. Visitors can take advantage of the best prices to stock up on products and plan for fall 2021 and winter 2022! Automotive service providers will also have the chance to reload on rewards by redeeming the XPO points earned from their purchases.

The first-ever nationwide NAPA XPO Sale: A unifying event

Traditionally held at the Palais des congrès de Montréal and exclusively for Quebec, the NAPA XPO Sale was held virtually in 2020 due to the pandemic, which made it possible to invite participants from the Atlantic region. The virtual sale was a success: orders increased by more than 50% compared to the in-person event in 2019, and the website received more than 80,000 visits. In 2021, the NAPA Canada team is taking the NAPA XPO Sale to another level by involving its entire Canadian network. "We're extremely proud to all be pulling together to make this first national event a success," says John O'Dowd, Vice President of Marketing, NAPA Canada.

The 2021 NAPA XPO Sale will be held online from August 30 to October 8 at
www.napaxposale.com

For more information:

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