



News Release

The NAPA XPO Sale 2020: Entirely Virtual Edition for Installers in Quebec and the Atlantic

Montreal, August 26, 2020 – Traditionally presented at the Palais des congrès de Montréal, the NAPA XPO Sale 2020 will take place in a virtual form for the 2020 edition. COVID-19 forced the organizers of the XPO Sale to rethink the event and offer its customers an entirely virtual version, which will be held online from August 31 to October 9, 2020.

The XPO Is Online and Customized!

For the 2020 edition of the XPO Sale, NAPA Store Representatives are going to Installers! A customized online tradeshow was also created to purchase products. This bilingual web platform includes an ordering system that is connected to Distribution Centres and the NAPA Stores participating in the XPO Sale.

A Joint Quebec / Atlantic XPO

For the first time, the NAPA XPO Sale brings together Installers not only from Quebec, but also from the Atlantic region. “We are very proud to be part of this first joint edition, which will allow our customers to take full advantage of this exceptional industry event,” noted Philippe Massé, General Sales Manager for the Atlantic Region. “This partnership increases the number of NAPA Stores participating in the XPO Sale to over 200. And of course, we are very pleased to see that there are as many Suppliers as in past years,” added Dominic Baribeau, General Sales Manager for the Quebec Region.

On the Road to Rewards

Again this year, Installers will have the privilege of not only benefiting from special prices on their product orders, they will also be able to receive rewards by redeeming the points they collect from their purchases with the On the Road to Rewards promotion.

<https://www.napaxpovente.com/en>

For more information:

Éric Dufresne

UAP

Director, Marketing and Corporate Communications

514-251-6540 x7205

Cell: 514-805-1435

edufresne@uapinc.com

