



Press release

Launch of NAPA XPO Sale 2019

The event program for the 2019 NAPA XPO Sale was launched on April 4 in the company of Michel Barrette, who will be the official spokesperson for this year's event.

Montreal, April 8, 2019 – On April 4, NAPA XPO Sale 2019 was officially launched at the Pointe-à-Callière Museum, an archaeological and historic complex in Montreal. Over 150 attendees which included 80 suppliers attended the launch and were the first to discover this year's theme, what's new, and the promotions that will be offered during the 2019 edition.

“Every year, our clients and partners look forward to the NAPA XPO Sale. It is a highly anticipated industry event. Once again this year, we worked hard to innovate and surpass expectations by offering quality products and attractive promotions! I'm sure we will all be impressed this year by the wide range of new products on offer!” explained Alain Primeau, Regional Vice President, NAPA Quebec.

The theme of the 2019 NAPA XPO Sale has been announced: **Come fill up your toolbox!** This promotion allows attendees to avail of several bonuses in the form of generous promotions. Lastly, the grand prize that can be won at this year's event was also revealed: a trip for two to the 2020 NAPA EXPO in Las Vegas!

Michel Barrette, spokesperson for this year's event

The members of our organizing committee were delighted to present the spokesperson for the NAPA XPO Sale during the event launch: Mr. **Michel Barrette!** Who better than this car lover and collector to promote this key event for the aftermarket industry? Mr. Barrette will be available both days of the NAPA XPO Sale event to chat about cars with attendees. It's a safe bet that he will also have a few surprises of his own up his sleeve that will impress attendees...

For more event details, please visit the NAPA XPO Sale website: NAPAXPOVente.com/en.

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