



Eric & Jana Eickhoff purchased the local NAPA auto parts store in Hartington located at 108 W. Main St., which now call Hartington Auto and Truck Parts. The NAPA store is and will continue to be an independently owned retail store selling parts and other automotive supplies under the Nationally known NAPA brand.

NAPA first came to Hartington in 1960. They are a small town NAPA store with a lot to offer, from automotive to Heavy duty parts. They are open 6 days a week with option of route service. If they don't have what you need, they'll have it the next day with one day ordering. The Eickhoffs will continue to offer the highest customer service as they continue to grow the

business and clientele by expanding into markets currently not serviced by this store and increasing sales to current customers.

Hartington has been Eric & Jana's home most of their lives. Prior to purchasing the Hartington NAPA Store, Eric was a regional sales manager for a manufacturing company since 2008, where he had held the top position in OEM sales, including the company's #1 customer and having two of the top 5 OEM customers under his management. Eric looks at this store and his position in it as a challenge to do the same with the current and future customer base it serves/will serve.

NENEDD provided technical assistance and financing to purchase the business. NENEDD, Eric, and Jana partnered with Loren Kucera, Director of the Nebraska Business Development Center, for business plan and loan packaging assistance, and Security Bank in Hartington to finance the purchase. Five jobs were maintained as part of the project.

Hours of Operation:

7:30 AM - 5:30 PM – M-F

7:30 AM – 4:00 PM – Sat.

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