



***For Immediate Release***

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## **Standard Motor Products to Crown Next Automotive Tech Star During Standard Tech Star Challenge**

**New York, N.Y.**, May 5 - Standard Motor Products, Inc. (SMP) announces the start of its Standard® Tech Star Challenge. Running through July 31, 2017, the promotion will award one lucky winner with a Grand Prize designed to supply everything needed to start an automotive-related YouTube® channel. For more information, visit [www.StandardTechStarChallenge.com](http://www.StandardTechStarChallenge.com).

### **How to Enter**

Contestants must upload a video of their best one-minute tech tip to YouTube and add the hashtag #StandardTechStar in the video description. The tech tip should be for an underhood repair. Members of SMP's acclaimed training department will select the winning tech tips.

### **Prizes**

The Grand Prize is an all-expense paid trip for two to SMP's training center in Irving, Texas, where the winner will record three install videos with SMP's Director of Training and YouTube Tech Star, Ryan Kooiman. The winner's videos will be posted to the Standard® YouTube channel, which has over 3 million views and 4,000 subscribers. Plus, they'll receive \$5,000 toward video equipment and automotive tools to start their own channel.

Additionally, two 2nd prize winners will win \$1,500 toward automotive tools and/or video equipment. Five 3rd prize winners will win a GoPro® Hero4 Black camera. The first 500 entries will receive a commemorative Standard® cap.

Phil Hutchens, Vice President Engine Management Marketing, SMP, commented on the promotion, stating, "Standard has always been proud to recognize and support the professional technician community, and our Standard Tech Star Challenge is an exciting way to do just that."

The contest is open to legal residents of the 50 United States, the District of Columbia, and Canada (excluding Quebec). Complete rules and contest information can be found at [www.StandardTechStarChallenge.com](http://www.StandardTechStarChallenge.com).

### **About SMP:**

SMP supplies independent professional auto technicians and automotive do-it-yourselfers with high quality replacement parts for engine management ignition, emission and fuel systems as well as temperature control products for domestic and import cars and light trucks. SMP products are sold through both traditional and non-traditional distribution channels. For more information, download the SMP® Parts App 2.0 or visit [www.smpcorp.com](http://www.smpcorp.com).