



***For Immediate Release***

For more information, contact:  
Catherine Smith  
(203) 845-0700  
catherine@tffienvision.com

## **Standard<sup>®</sup> Introduces New, Expanded Diesel Program**

**New York, N.Y., August 12, 2015** – Standard Motor Products, Inc. (SMP<sup>®</sup>) announces the launch of its new and improved Standard<sup>®</sup> Diesel program. Created to help customers capitalize on the burgeoning diesel market, the new Standard<sup>®</sup> Diesel line features a completely revamped remanufacturing process, rigorous testing procedures, expanded coverage, new packaging and competitive pricing. The launch will be supported by a new diesel-specific catalog, diesel technical training, enhanced sales support and a new diesel product section at [www.StandardBrand.com](http://www.StandardBrand.com).

“We are very excited about our new Diesel launch,” said Phil Hutchens, Vice President Engine Management Marketing, SMP. “It firmly establishes our commitment to the Diesel and Turbocharger categories while delivering the category leadership our customers have come to expect from Standard. With our new Diesel offering, we believe our customers have everything they need to capture a share of this important and rapidly growing segment.”

With more than 300 SKUs in nearly 40 categories, including import and domestic, the Standard<sup>®</sup> Diesel program offers the finest diesel coverage in the aftermarket. The Diesel offering includes top movers in Diesel Fuel Injector, Fuel Injection Pump, High Pressure Oil Pump, Turbocharger, and Fuel Pressure Regulator categories, just to name a few.

The current Standard Diesel launch is only the beginning. SMP is planning another major release for its Diesel and Turbocharger lines for Q4 2015. Currently, 19 new categories have been created for release by the end of this year.

### **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. The company recently introduced Version 1.0 of the SMP<sup>®</sup> Parts App for Android and Apple smartphones. SMP products are sold through both traditional and non-traditional distribution channels. For more information, visit [www.smpcorp.com](http://www.smpcorp.com).