



For Immediate Release

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Standard[®] Unveils NEW Mass Air Flow Sensor Program

New York, N.Y., (October 26, 2015) – Standard Motor Products (SMP[®]) announces its NEW Mass Air Flow Sensor program. With over 140 SKUs for import and domestic, this line of 100% NEW, not remanufactured MAF Sensors delivers industry-leading quality with the broadest, most comprehensive coverage in the aftermarket.

Standard[®] NEW MAF sensors are tested and calibrated with sophisticated automated equipment so they match OE output precisely and perform flawlessly. And SMP-manufactured units feature many design improvements including thicker walls, upgraded componentry and custom-designed platinum sensors. Standard[®] is the only supplier to offer ‘OE or Better’ quality in a full line program.

“This launch establishes our commitment to providing the highest-quality replacement parts for air and fuel sensor categories,” said Phil Hutchens, Vice President Engine Management Marketing, SMP. “Our new line offers technicians an all-new MAF Sensor rather than remanufactured, ensuring product quality and precise system operation.”

All New Standard[®] MAF Sensors are covered by Standard’s 3-year/36,000 mile warranty, are available for immediate order and shipment, and are shipped in high-impact Standard[®] or Intermotor[®] graphic packaging that reinforces product quality.

The NEW MAF Sensor launch is supported with comprehensive training and marketing materials, including a MAF-specific printed application and illustrated guide; New MAF brochure; professional installation videos; and MAF-specific PTS On-Demand training.

For additional information, contact a Standard[®] sales representative or visit the New MAF product section on www.StandardBrand.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 mobile App or visit www.smpcorp.com.