



**NEWS RELEASE**  
*For Immediate Release*

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## **Standard Motor Products, Inc. Announces QWIK-SENSOR™ Promotion**

**NEW YORK, N.Y., November 24, 2014** –Standard Motor Products, Inc. (NYSE: SMP) announces two new QWIK-SENSOR™ Promotional Offers to support the successful product launch of the QWIK-SENSOR™ TPMS Sensor Multi-Coverage program.

The innovative QWIK-SENSOR™ line covers 94% of all Domestic, European, and Asian applications with only 3 Multi-Coverage TPMS sensors. They are easily programmed with the TechSmart® T55003 TPMS tool and once activated can be ID-cloned or OE-relearned, technician's choice. Each QWIK-SENSOR™ is available in two valve stem configurations, metal, or rubber to match the proper application. QWIK-SENSOR™ TPMS Sensors are color-coded for easy identification and come fully assembled right out of the box.

The first promotion provides a free TPMS Gen II tool (T55003) when customers purchase an assortment of QWIK-SENSOR™ TPMS Sensors. This TPMS tool easily activates the QWIK-SENSOR™ and also performs ID-cloning and full OE-relearn procedures. Available while supplies last.

The second offer is the QWIK-SENSOR™ Per/Car Special. When a customer buys 5 sets of QWIK-SENSOR™ Multi-Coverage TPMS Sensors, they will get an additional per/car set free. This promotion runs through March 31, 2015.

Speaking about the QWIK-SENSOR™ promotions, Phil Hutchens, Vice President Engine Management Marketing, SMP; stated "These two exciting promotions are just one more way we're supporting our customers in this high-growth TPMS category." Hutchens went on say, "QWIK-SENSOR™ multi-coverage TPMS sensors are the perfect complement to the Standard OE-Matching direct fit program."

For more information on the new QWIK-SENSOR™ program, go to [www.QWIKSENSOR.com](http://www.QWIKSENSOR.com).

Standard® offers a complete TPMS program featuring two unique lines. The Standard OE-Matching TPMS line provides 98% coverage with direct-fit sensors that are ready-to-install right out of the box. Complementing their direct-fit program is QWIK-SENSOR™, an advanced Multi-Coverage TPMS sensor. Three QWIK-SENSORS offer 94% coverage, are color-coded for easy identification and come fully assembled with rubber or metal valve stems to match the proper application. Both can be ID-cloned or OE-relearned saving technicians time and money. For more information on the Standard TPMS program visit [www.StandardBrand.com](http://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. SMP recently introduced the SMP® Parts Mobile App for Android and Apple devices. For more information, visit [www.smpcorp.com](http://www.smpcorp.com)

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