



For Immediate Release

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Standard Motor Products, Inc. Introduces QWIK-SENSOR™ Multi-Coverage Clone-able TPMS Sensor Line

NEW YORK, N.Y. - July 16, 2014 - Standard Motor Products, Inc. (SMP®) introduces its new QWIK-SENSOR™ Multi-coverage clone-able TPMS sensor line.

SMP's new TPMS sensor line complements the successful Standard® and Intermotor® OE-matching, clone-able TPMS program. The QWIK-SENSOR™ offering is engineered with the technological advancements that customers have come to expect from SMP. The QWIK-SENSOR line will cover 94 percent of all domestic, European and Asian applications with three multi-coverage TPMS sensors.

"We are very excited about the launch of our QWIK-SENSOR™ Multi-coverage TPMS line," said Phil Hutchens, Vice President Engine Management Marketing, SMP. "We believe this new offering is keeping with our commitment to deliver leadership to the TPMS segment and provide our customers with the right products and tools to capture their share of this growing market segment."

QWIK-SENSOR™ Multi-coverage TPMS sensors are easily programmed with the new TechSmart® T55003 TPMS tool and can be ID-cloned or factory 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, come fully assembled right out of the box and once activated, are ready for installation and will work with all major brands of TPMS tools.

Visit www.StandardBrand.com or www.youtube.com/StandardBrandParts to learn more about this new TPMS technology.

About Standard TPMS Technology:

As a leader in TPMS technology, Standard provides real clarity in this key growth category with innovative electronics and more than 98 percent full-line coverage for its OE-matching clone-able line. Engineered to match the original, Standard sensors have the technology to be ID-cloned to the sensor they replace, saving time and money while maintaining OE fit, form and function. These same Standard OE-matching clone-able sensors can be OE-relearned, work with all major TPMS service tools and are ready-to-install right out of the box. Complementing their comprehensive OE-matching TPMS line, Standard offers QWIK-SENSOR™, the most advanced multi-coverage TPMS sensor in the market today. Three QWIK-SENSORS provide 94 percent coverage and once activated can be easily ID-cloned or OE-relearned.

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, visit www.smpcorp.com.

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