



*For Immediate Release*

For more information, contact:  
Lynn Konsbruck  
(312) 768-7362  
[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## **Standard Motor Products, Inc. Releases 551 New Key Category Parts for Standard<sup>®</sup> and Intermotor<sup>®</sup>**

**New York, N.Y., December 2, 2014** - Standard Motor Products, Inc. (SMP<sup>®</sup>) announces the addition of 551 new part numbers to its Standard<sup>®</sup> brand and Intermotor<sup>®</sup> line of genuine import parts.

This line expansion features new key category coverage through 2014 model year for more than 400 million additional VIO highlighted by 60 new power door lock actuators covering more than 23 million VIO. With this release, SMP added more than 40 new fuel injectors and 40 new ignition COP coils in addition to new sensor line coverage for ABS speed, accelerator pedal, coolant level, coolant temperature, fuel temperature, MAP, steering angle, and TPMS sensors. Also expanded was the switch category including multi-function, combination, cruise control, convertible top, parking brake, power door lock, power window, and more.

“We have continued to expand our sensor and switch coverage along with other key high-tech categories,” said Phil Hutchens, Vice President Engine Management Marketing, SMP. “We are keeping our commitment to lead the way with complete coverage for both import and domestic vehicles, providing our customers with the parts they need to meet their market demands.”

All new applications are listed in the eCatalogs found at [www.StandardBrand.com](http://www.StandardBrand.com) and [www.IntermotorImport.com](http://www.IntermotorImport.com) and in electronic catalog providers.

Standard<sup>®</sup> brand offers the finest premium engine management related products, including computerized engine controls, TPMS sensors and related components, ignition and electrical, emission parts, sensors, switches, ignition wire, fuel injection and fuel system components for domestic vehicles. Intermotor<sup>®</sup> from SMP offers a full line of genuine import engine management and wire products that are unrivaled for their superior quality, original match and comprehensive coverage.

For additional information, contact an SMP sales representative or visit [www.StandardBrand.com](http://www.StandardBrand.com) and [www.IntermotorImport.com](http://www.IntermotorImport.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. 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).

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