

**STANDARD**

**Intermotor**  
Genuine Import Parts



*For Immediate Release*

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## Standard Motor Products, Inc. Announces “Race to Champion’s Week” Promotion

**New York, N.Y., August 27, 2013** - Standard Motor Products, Inc. (SMP®) announces its “Race to Champion’s Week” promotion. Running now through October 31, all visitors to the TechSmart®, Standard® and Intermotor® brand Facebook pages can enter to win an all-expense paid trip for two people to the NASCAR® Champions Week in Las Vegas, December 4-7, 2013.

“One lucky winner is going to enjoy an exclusive, exciting experience at NASCAR Champion’s Week,” said Phil Hutchens, Vice President Engine Management Marketing. “This promotion is another way to raise awareness of our premium Standard, Intermotor Import and TechSmart brands.”

The SMP “Race to Champion’s Week” promotion is open to all “fans” old and new, and can be entered on three SMP Facebook pages: [facebook.com/TechSmartParts](https://facebook.com/TechSmartParts), [facebook.com/Intermotor](https://facebook.com/Intermotor) and [facebook.com/StandardBrandParts](https://facebook.com/StandardBrandParts). Official rules are available on each Facebook page. One winner will be chosen for the grand prize which includes a four day, three night hotel stay, airfare to and from the event and admission to a variety of events, including the Myers Brothers awards luncheon, the VIP viewing area of Victory Lap, the NASCAR After the Lap event, the VIP brunch/meet and greet with a NASCAR personality, the NASCAR Sprint Cup Series awards ceremony and much more.

Standard brand offers the finest premium engine management related products, including computerized engine controls, ignition and electrical, emission parts, sensors, switches, ignition wire, fuel injection and fuel system components for domestic vehicles. Intermotor 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.

The TechSmart line of enhanced engine control parts are designed to meet the needs of today’s professional service technicians by providing them with high-quality, hard-to-find, problem-solving parts featuring new categories and new technology that they can trust.

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

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