2018 MARKETING PROGRAMS

INTERACTIVE BUYER’S GUIDE AND SMP® PARTS APP 2.0
STANDARD® ‘BACK TO BASICS’ SWEEPSTAKES
SMP® ‘ALWAYS INNOVATING’ CHALLENGE
STANDARD® ‘SHOP TEAM SELFIE’ CHALLENGE
STANDARD® PRO TRAINING PROGRAM
STANDARD® DIESEL AND TURBOCHARGERS
STANDARD® MASS AIR FLOW (MAF) SENSORS
STANDARD® VARIABLE VALVE TIMING (VVT)
STANDARD® TPM9011 TPMS ASSORTMENT PROMOTION
STANDARD® TPM9012 TPMS TOOL KIT PROMOTION
STANDARD® TPMS PROGRAM
STANDARD BLUE STREAK®
TECHSMART® 2018 PREVIEW
SMP® ELECTRONIC THROTTLE BODIES
SMP® 2018 SCHOLARSHIP PROGRAM
SMP® TEMP CONTROL ‘WINDOW LIFT TECH TIP VIDEO’ CONTEST
FOUR SEASONS® ‘CHEMICAL AND FLUSH KIT’ PROMOTION
FOUR SEASONS® ‘ICORE ECO-SHOP’ CONTEST
FOUR SEASONS® ‘HVAC DIAGNOSTICS’ PROMOTION
HAYDEN® ‘RUN IT HARD, KEEP IT COOL’ PROMOTION
The powerful new way to search Standard® Parts

With our new Interactive Buyer’s Guide, you can search across every Standard® parts guide to find the parts you need for the job. With one click, search our entire bookshelf to find every instance of a search term, or search an individual guide to locate a specific part and its hot link to our award-winning eCatalog. Plus, the interface works on any device and can be downloaded to your desktop. Try it today at smpbuyersguide.com/standard.

The SMP® Parts App 2.0.

Making part lookups even easier

The award-winning SMP® Parts App has been revamped and updated with exciting new tools. Here’s some of what you can do:

- Competitor UPC Scan – Scan a competitor’s UPC code to learn SMP’s equivalent parts listing
- License Plate Lookup – Enter a license plate number to see all available SMP® parts for that particular vehicle
- Cross Reference Search – Just like on our eCatalogs, you can now use cross reference searches to find the parts you need

In addition to new features, the SMP® Parts App 2.0 still offers the essential built-in tools that made Version 1.0 an award-winning app. With Version 2.0, you’ll still have functions such as Part Number Lookup, Year/Make/Model Lookup, and VIN scanners. To learn more, visit smpcorp.com/PartsApp
To showcase our basic manufacturing, we’re giving a “Back to Basics” online quiz. Simply visit StandardBackToBasics.com and name the parts being manufactured in the photos. Contestants who correctly name all of the parts will be entered into a random prize drawing.

One lucky Grand Prize winner will receive our Cabela’s® “Back to Basics” Package. Valued at $2,500, the package gives you enough to upgrade your outdoor life with gear such as a Cabela’s® geodesic tent, Yeti® cooler, Lodge cast-iron sportsman’s grill, Tigress® rod and reel, and/or a Colorado® pontoon boat. In addition, 100 contestants will receive a commemorative Standard® camo hat.

Frogg Togg is a registered trademark of Frogg Togg. Cabela’s is a trademark of Cabela’s Incorporated. Yeti is a trademark of Yeti Coolers LLC. Classic Accessories is a trademark of Classic Accessories. Tigress is a trademark of Tigress.
SUBMIT AN INNOVATIVE PRODUCT IDEA FOR A CHANCE TO WIN AN INNOVATIVE PRIZE

Since 1919, SMP® has supplied premium replacement parts for the evolving automotive aftermarket. Now, we want to hear your innovative product ideas during our SMP® ‘Always Innovating’ Challenge.

How it works: Submit your best new product idea using the New Product Idea submission form, which can be found on the SMP® Parts App and any SMP® Engine Management brand website. Our judges will select the top 5 ideas.

PRIZES:

1st Place: Samsung® 65” Curved 4K Ultra HD TV
2ND PLACE: APPLE® WATCH
3RD PLACE: Oculus Rift + Touch Virtual Reality System
4TH PLACE: Here One™ Wireless Smart Earbuds
5TH PLACE: Nintendo Switch™ 32GB Console
FIRST 500 ENTRIES: RECEIVE A STANDARD® CAP

Runs June 1 - August 31, 2018
www.SMPAlwaysInnovating.com

“SAMSUNG”, “SAMSUNG.com” and “SAMSUNG DIGITall Everyone’s invited” are trademarks of SAMSUNG in the United States or other countries. Apple Watch is a trademark of Apple Inc., registered in the U.S. and other countries. Oculus Rift is a trademark of Oculus. Here One is a trademark of Doppler. Nintendo Switch is a trademark of Nintendo.
We know it takes an entire shop to get the job done day after day. That’s why we want to showcase your entire team during the Standard® “Shop Team Selfie” Challenge. Simply take a group selfie with your technicians and employees and upload to Facebook, Instagram, or Twitter with the hashtag #MyShopTeamSelfie. You’ll be entered into a random drawing for a prize that will benefit the entire shop.

HOW IT WORKS

Runs July 2 - September 28, 2018

www.StandardShopTeamSelfie.com

The distinctive designs of the Wave, Acoustic Wave, SoundDock and Lifestyle systems and of the two-tone swirl pattern on the cords of Bose in-ear headphones are registered trademarks of Bose Corporation in the United States and/or other countries.
50,000 Technicians can’t be wrong

STANDARD
Professional automotive training. On-Site and On-Demand.

standardbrandtraining.com
New and Remanufactured Diesel Injectors

We’re proud to offer the aftermarket’s only 100% NEW and OE-caliber remanufactured injectors for 6.0L and 6.4L Ford Power Stroke and Navistar I6 applications. Each injector is the product of OE-quality design, engineering, and manufacturing processes to ensure superior performance and durability. With more than 100 new and reman units in our line, we provide the broadest injector coverage in the diesel aftermarket.

Diesel Line Expansion

This year, our comprehensive diesel coverage is only going to grow. Here are just a few of our recent and planned expansions:

- New categories for Selective Catalyst Reduction Systems and related after-treatment components
- Significant expansion to our line of exhaust gas temperature (EGT) sensors, including SMP-manufactured sensors for key Chrysler, Ford, and GM applications
- Expanded medium-duty coverage, including 30+ remanufactured injectors
- Diesel Fuel Injection Control Modules
- Diesel EGR Cooler Kits
- Diesel High Pressure Oil Pumps
- Diesel Air Intake Heaters

Our Growing Turbocharger Line - MD Truck Expansion

Our OE-quality turbochargers are designed to perform in complex engines. In 2018, that list of engines is going to grow as we expand our coverage to key applications such as medium-duty trucks.
Nobody does NEW like Standard.

BIGGER, BETTER DIESEL.

NEW, NOT REMANUFACTURED
OE production fuel injectors for popular Navistar, Maxxforce, and Ford® Power Stroke® diesel engines. FJ927NX, just one of the thousands of genuine diesel parts available from Standard.

Standard® is a registered trademark of Standard Motor Products, Inc. Product names, logos, brands, vehicle makes/models and other trademarks featured or referred to are the property of their respective trademark holders. These trademark holders are not affiliated with Standard Motor Products, Inc., or our products.
The Most Comprehensive Line in the Aftermarket Continues to Expand

In order to meet the demand for high-quality electronic throttle body replacements, we’re proud to offer the most comprehensive line of electronic throttle bodies in the aftermarket. Our line features more than 165 units covering over 87 million vehicles on the road, and that number will only grow with our 2018 expansion.

100% New Electronic Throttle Bodies

In addition to providing comprehensive coverage, we’re proud to offer premium-quality replacements for electronic throttle body repairs. Each of our electronic throttle bodies is 100% new—so there’s no core charge—and undergoes 100% testing and calibration to ensure superior performance and durability out of the box.

Basic Manufacturing

As a basic manufacturer, we maintain complete quality control throughout the entire manufacturing process, including everything from designing and machining our own testing equipment to assembling and calibrating the components.
Standard® TPMS sensors are now NSF® Registered

We’re the first manufacturer to have our TPMS sensors registered with NSF® International, a leading, independent organization that tests and verifies the functionality of products and systems.

NSF® TPMS registration provides third-party assurance to motorists, shops, and insurance companies that a Standard® aftermarket TPMS sensor meets all applicable federal requirements and will fit and function properly in a manner equivalent to the OE sensor on the vehicle(s) intended for use.

New QWIK-SENSOR™ Universal Programmable TPMS Sensors

Our QWIK-SENSOR™ program now includes our brand-new QS104 and QS105 sensors. The new additions provide coverage for complex TPMS technology such as LOCSYNC (Lock on Sync), Phase Angle Location (PAL), Pressure on Demand (POD), and WAL (Wireless Auto-Locate). Plus, both sensors feature an application-specific integrated circuit for peak performance and surface-mounted antenna for enhanced signal integrity.

Our OE-Match TPMS Program Continues to Grow

Our line of OE-Match TPMS Sensors now totals more than 180 SKUs. This year, each OE-Match TPMS Sensor will be packaged in new graphic boxes complete with the NSF® Registered mark.
Pursue the Standard® TPM9011 Special Assortment of QWIK-SENSOR™ and Standard® OE-Match TPMS Sensors and we’ll give you the TechSmart® T46000TO TPMS Programming Tool **FREE**

**NEW LOWER PRICE**

**TPM9011 Assortment Contents**

<table>
<thead>
<tr>
<th>Qty</th>
<th>QWIK-SENSOR™/OE-Match</th>
<th>Applications</th>
<th>Color</th>
<th>MHz</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>QS101M *</td>
<td>Domestic &amp; Asian</td>
<td>Blue</td>
<td>315</td>
</tr>
<tr>
<td>3</td>
<td>QS101R *</td>
<td>Domestic &amp; Asian</td>
<td>Blue</td>
<td>315</td>
</tr>
<tr>
<td>2</td>
<td>TPM116RA **</td>
<td>Ford – Various Apps</td>
<td>Black</td>
<td>315</td>
</tr>
<tr>
<td>2</td>
<td>TPM45RA **</td>
<td>GM – Various Apps</td>
<td>Black</td>
<td>315</td>
</tr>
<tr>
<td>2</td>
<td>TPM197RA **</td>
<td>Chrysler – Various Apps</td>
<td>Black</td>
<td>433</td>
</tr>
<tr>
<td>1</td>
<td>TechSmart® T46000TO TPMS Programming Tool – <strong>FREE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* QWIK-SENSOR  ** OE-Match  While supplies last

**QWIK-SENSOR™**
is a Universal Programmable TPMS Sensor featuring easy programming, innovative technology, and complete coverage

**OE-Match TPMS Sensor**
comes programmed from the factory, so they can be installed right out of the box

**TechSmart® T46000TO TPMS Programming Tool**

» Comprehensive make/model/year-specific relearn procedures built in to the tool, which speeds up the repair process and saves you money

» Programs most universal and QWIK-SENSOR™ Universal Programmable TPMS sensors

» Full-color, icon-based screen allows for easy navigation

» PC-based software ensures that the tool stays up-to-date when new TPMS sensors and relearn procedures are introduced

**TechSmartParts.com**

Contact your Standard® representative to order your TPM9011 TPMS Assortment today!
TPM9011 TPMS ASSORTMENT TOOL TRADE-IN PROGRAM

Receive two additional years of T46000SU TPMS tool software updates FREE

Purchase Standard® TPM9011 Special Assortment of QWIK-SENSOR™ Universal Programmable and Standard® OE-Match TPMS Sensors now through January 31, 2019 and we’ll give you the TechSmart® T46000TO TPMS Programming Tool with a 2-year software subscription FREE. As a bonus, trade in any old TPMS diagnostic tool* (competitors’ tools included) and receive an extra 2-year TechSmart® T46000TO TPMS Programming Tool software subscription, a total of 4 years, FREE!

How it works

1. Trade in old TPMS diagnostic tool for TechSmart® T46000SU TPMS Tool software subscription only
2. Trade-in valid through January 31, 2019, while supplies last
3. Two additional years of TechSmart® T46000SU TPMS Tool software updates, a $300 value (a $400 value in Canada)
4. Send your old TPMS diagnostic tool to the ATEQ address below along with:
   (a) Standard® TPM9011 Special TPMS Assortment proof of purchase
   (b) Completed form below

U.S. Trade-In
ATEQ TPMS Tools, LC
Attn: Trade-in Program
35990 Industrial Road
Livonia, MI 48150

Canadian Trade-In
ATEQ Canada Inc.
Attn: Trade-in Program
2355 Royal Windsor Drive, Unit 4
Mississauga, ON L5J 4S8

5. Please allow 2-4 weeks for processing the additional 2-year software subscription

* Magnet is not qualified for trade-in

<table>
<thead>
<tr>
<th>T46000 TPMS Tool Kit serial #</th>
<th>Date of purchase / /</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of distributor purchased from</td>
<td></td>
</tr>
<tr>
<td>Company name</td>
<td></td>
</tr>
<tr>
<td>First name</td>
<td>Last name</td>
</tr>
<tr>
<td>Phone # ( )</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

Cut along the dotted line and send in the portion below

ATEQ TPMS Tools, LC
Attn: Trade-in Program
35990 Industrial Road
Livonia, MI 48150

ATEQ Canada Inc.
Attn: Trade-in Program
2355 Royal Windsor Drive, Unit 4
Mississauga, ON L5J 4S8
Purchase the Standard® TPM9012 Promo featuring our T46000 TPMS Diagnostic Tool Kit and get 4 QWIK-SENSOR™ Universal Programmable TPMS Sensors FREE!

**TPM9012 Promo Kit Contents**

<table>
<thead>
<tr>
<th>Qty</th>
<th>QWIK-SENSOR™ TPMS Sensor</th>
<th>Applications</th>
<th>Color</th>
<th>MHz</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>QS101M – FREE</td>
<td>Domestic &amp; Asian</td>
<td>Blue</td>
<td>315</td>
</tr>
<tr>
<td>2</td>
<td>QS101R – FREE</td>
<td>Domestic &amp; Asian</td>
<td>Blue</td>
<td>315</td>
</tr>
<tr>
<td>1</td>
<td>TechSmart® T46000 TPMS Tool Kit with OBDII</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

While supplies last.

**TechSmart® T46000 TPMS Diagnostic Tool Kit**

- Comprehensive make/model/year-specific relearn procedures built into the tool, which speeds up the repair process and saves you money
- Programs most universal and QWIK-SENSOR™ Universal Programmable TPMS Sensors
- Full-color, icon-based screen allows for easy navigation
- PC-based software ensures that the tool stays up-to-date when new TPMS sensors and relearn procedures are introduced
- Comes with an OBDII module, 110V wall charger, and soft protective tool case

**QWIK-SENSOR™**

is a Universal TPMS Sensor featuring easy programming, innovative technology, and complete coverage

- Available in rubber or metal valve stem configurations to match the proper application
- QWIK-SENSOR™ sensors come fully assembled from the factory, ready to install after programming – with no valve changes required
- QWIK-SENSOR™ can be OE-Relearned or ID-Cloned, technician’s choice
- All major TPMS tools are able to Program, OE-Relearn, and ID-Clone QWIK-SENSOR™

**TechSmartParts.com**

**QWIKSensor.com**

Contact your Standard® representative to order your TPM9012 Promo Kit today!
Purchase the Standard® TPM9012 TPMS Diagnostic Tool Promo Kit with OBDII Module (2-year software subscription included) now through January 31, 2019, and trade in any old TPMS diagnostic tool* (competitors’ tools included) to receive an extra 2-year TechSmart® T46000 TPMS Diagnostic Tool Kit software subscription, a total of 4 years, FREE!

How it works

1. Trade in old TPMS diagnostic tool for TechSmart® T46000SU TPMS Tool software subscription only
2. Trade-in valid through January 31, 2019, while supplies last
3. Two additional years of TechSmart® T46000SU TPMS Tool software updates, a $300 value (a $400 value in Canada)
4. Send your old TPMS diagnostic tool to the ATEQ address below along with:
   (a) Standard® TPM9012 TPMS Diagnostic Tool Promo Kit proof of purchase
   (b) Completed form below

   U.S. Trade-In
   ATEQ TPMS Tools, LC
   Attn: Trade-in Program
   35990 Industrial Road
   Livonia, MI 48150

   Canadian Trade-In
   ATEQ Canada Inc.
   Attn: Trade-in Program
   2355 Royal Windsor Drive, Unit 4
   Mississauga, ON L5J 4S8

5. Please allow 2-4 weeks for processing the additional 2-year software subscription

* Magnet is not qualified for trade-in

<table>
<thead>
<tr>
<th>T46000 TPMS Tool Kit serial #</th>
<th>Date of purchase / /</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of distributor purchased from</td>
<td></td>
</tr>
<tr>
<td>Company name</td>
<td></td>
</tr>
<tr>
<td>First name</td>
<td>Last name</td>
</tr>
<tr>
<td>Phone # ( )</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>
Blue Streak: Stronger Than Ever

Made to stand the test of time, Standard® Blue Streak has always been known for quality and durability. And now, we’re stronger than ever. 2018 will see a new logo, new packaging, and an expanded program that includes both new categories and legacy product segments. One highlight is our new heavier-duty, longer lasting coils that are re-engineered and manufactured at our facility in Bialystok, Poland.

New Blue Streak Ignition Coils

- Improved product design over OE for better output performance
- Increased thermal shock resistance and better epoxy impregnation
- Increased insulation and higher-temp resistance
- Heavier-duty boot and spring
Standard Motor Products has always been committed to supporting the future of the automotive industry. This year, we’re giving away nine $5,000 scholarships across three exciting contests.

---

**Our 4th Annual Intermotor® “Import Leader” Scholarship Contest**

We’re searching for the next import automotive leader.

**Who’s it for?** Aspiring techs or tech students pursuing an education in automotive technology or repair with an import focus at a technical school or college

**Prizes:** Three $5,000 scholarships. Plus, the first 50 completed eligible entries will win crystal-clear Boompods™ Bluetooth Wireless Headphones.

March 1 – June 29, 2018

IntermotorImportLeader.com

---

**Our 2nd Annual Blue Streak “Stronger Than Ever” Scholarship Contest**

Are you strong enough to earn the Standard Blue Streak Scholarship?

**Who’s it for?** Aspiring tech students pursuing an education in automotive technology or repair at a technical school/college

**Prizes:** Three $5,000 scholarships. Plus, ten selected entrants will each win a one-year subscription to Standard® Pro Training On-Demand

March 1 – June 29, 2018

BlueStreakScholarship.com

---

**NEW for 2018 - Our Inaugural Standard® “Bigger, Better Diesel” Scholarship Contest**

We’re looking for future “Bigger, Better Diesel” techs

**Who’s it for?** Aspiring tech students pursuing an education in automotive technology or repair with a focus on diesel technology at a technical school/college

**Prizes:** Three $5,000 scholarships. Plus, ten selected entrants will each win a one-year subscription to Standard® Pro Training On-Demand

March 1 – June 29, 2018

BiggerBetterDiesel.com
With nearly 300 SKUs and counting, Standard® and Intermotor® offer the most comprehensive VVT program in the aftermarket. And our offering is only going to expand in 2018.

**What Makes Standard® and Intermotor® VVT Solenoids and Sprockets the Best**

**VVT Solenoids**
- Hardened steel componentry limits sticking during sludge buildup
- Premium O-rings and gaskets properly maintain oil pressure and prevent premature oil leaks
- Each VVT Solenoid undergoes stringent quality control measures and testing

**VVT Sprockets**
- OE-matching sprocket tooth profiles ensure quiet operation
- OE-style installation bolts included with sprockets for ease of installation
- Each VVT Sprocket undergoes stringent quality control measures and testing

**Designed and Tested for Real-World Conditions**

In addition to providing comprehensive coverage, Standard® and Intermotor® are committed to supplying professional technicians with the premium quality that’s critical for this high-tech category. That’s why Standard® VVT Solenoids and Sprockets undergo an in-depth design process. Our continued commitment to high-quality design and testing standards ensures that each Standard® component will perform properly and endure real-world conditions.
From day one, TechSmart® has been committed to engineering and manufacturing problem-solving parts, complete kits, and new technologies—parts that make professional technicians’ jobs easier. This year, we’re committed to expanding our line to help professional automotive technicians solve problems, work more efficiently, and be more successful. Here are a few highlights for the coming year:

- New OE-quality Liftgate Control Modules that restore proper function to faulty electronic liftgates.
- Expansions to our new line of Hi-Temp Blower Motor Resistor Connectors, which features TXL copper wire to withstand power surges and ensure flexibility, functionality, and reliability in high temperatures.
- A complete line of Overrunning Alternator Pulleys to help technicians properly diagnose and repair a common failure on today’s alternators.
- Our Side View Mirror Motors give technicians an OE-quality replacement for an often-overlooked part that’s susceptible to damage from weather and collisions.
- Our Fuel Pump Control Module ensures fuel pressure is properly maintained throughout the system.
- Continued expansions to key categories including Park Assist Sensors and Hi-Temp Headlight Wiring Harnesses.
To celebrate the release of our exciting new product category, Hi-Temp Blower Motor Resistor Connectors, we’re launching our TEC4 Hi-Temp Blower Motor Resistor Connector Kit Promotion.

When you purchase our TEC4 assortment of 10 Hi-Temp Blower Motor Resistor Connectors (2 each), you pay for 5 and get 5 FREE.

Starts February 1, 2018
Available while supplies last

Designed to Prevent Harness Melting

Our new Blower Motor Resistor Connectors feature TXL copper wiring, hi-temp harness material, and heavy-duty connector contacts to reduce amperage draw and harness melting that occurs to factory harnesses. It’s just another example of a problem-solving part from TechSmart.
TechSmart's Headlight Harnesses feature hi-temp connectors to prevent melting and part failure, 14-gauge wire for better conductivity, and a “plug and play” fit for easier installation.

**TechSmart® TEC3 High Temperature Headlight Harness Assortment:**

With technician tackle box, torch gun, and connectors with heat shrink tubing.

<table>
<thead>
<tr>
<th>Part #</th>
<th>F90006</th>
<th>F90008</th>
<th>F90009</th>
<th>F90010</th>
<th>F90011</th>
<th>F90012</th>
<th>F90014</th>
<th>F90015</th>
</tr>
</thead>
<tbody>
<tr>
<td>QTY</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Bulb #</td>
<td>H11</td>
<td>9005</td>
<td>9006</td>
<td>9004 &amp; 9007</td>
<td>9003 &amp; H4</td>
<td>H1 &amp; H3</td>
<td>H9</td>
<td>H13</td>
</tr>
</tbody>
</table>

While Supplies Last
The Most Comprehensive NEW MAF Program in the Industry

With more than 175 SKUs and counting, Standard® and Intermotor® offer the most comprehensive coverage for new OE-quality MAF Sensors. Each MAF Sensor is 100% new and 100% airflow calibrated to meet OE quality specs and ensure accurate performance.

Why MAF Sensor Testing and Calibration Matters

One of the most important factors for MAF sensor performance is precise testing and calibration. With on-site engineering, design, and test labs at our ISO/TS16949- and ISO14001-certified manufacturing facility, Standard® and Intermotor® are able to produce 100% new MAF Sensors that perform flawlessly under all operating conditions.

The Importance of the RTD Sensor

Another important factor for MAF Sensor performance is the use of high-quality RTD sensors. All SMP-manufactured MAF sensors feature custom-designed, platinum flow RTD sensors that precisely match OE outputs, and temperature RTD sensors that match OE specifications more closely than the diodes used by some competitors.
With onsite engineering, design, and test labs at our TS16949- and ISO14001-certified facility, Standard® and Intermotor® are able to produce MAF sensors that are 100% new and 100% airflow calibrated to precisely match the OE output and perform flawlessly under all operating conditions.

StandardMAF.com
Premium Quality and Comprehensive Coverage to Keep Cars Running Clean

As a basic manufacturer of emission components, Standard® and Intermotor® maintain complete quality control throughout the manufacturing process. With our expertise and manufacturing capabilities in place, Standard® and Intermotor® are able to offer high-quality parts for all major emission control systems including EGR valves and evaporative emission components.

Significant EVAP Expansions in 2018

In order to provide the comprehensive coverage for domestic and import vehicles that professional technicians need to keep cars running clean, we’re making significant expansions to our line of Evaporative Emissions (EVAP) Components. Here are just a few categories that we’ll be expanding in 2018:

- Canister Purge Solenoids and Valves
- Canister Vent Solenoids and Valves
- Fuel Vapor Canisters and Filters
- Leak Detection Pumps and ESIMs
Window Lift Tech Tip Video Contest
April 1st - September 30th, 2018

We’re looking for technicians and automotive repair specialist to show us their tips, tricks or techniques when performing a window lift replacement. Simply send us a short video demonstrating the repair using a SMPT window lift motor, motor regulator or combo unit. Entries will be reviewed by our in-house window lift expert panel who will choose a monthly winner based on skill, uniqueness and creativity. 6 winners will receive a window lift replacement tool kit featuring tools to help you do the job right the first time.

How to Enter:
- SOCIAL MEDIA: Share video on Facebook, Twitter or Instagram using hashtag #WLExpert
- WEB: Visit www.aciauto.com/2018Promotion or scan here to upload
- Complete consent form and contact information

Video Requirements:
- No longer than 5 minutes
- Phone video or pictures allowed
- Tag with #WLExpert

Monthly Giveaway
Window Lift Tool Kit

Window Lift Tool Kit Includes:
1. Heavy Duty Hand Riveter
2. Automotive Rivet Kit
3. Heavy Duty Door Panel & Trim Removal Tool
4. Door Trim Removal Kit
5. Telescoping Magnetic Pick Up Tool with LED Lights
6. Window Holding Tool
7. “Common Failures” Countermat

www.smpcorp.com
Kick-off your A/C season with Four Seasons® and our new Chemical & Flush Shop Kit. Each item in this kit was hand selected with just the right chemicals, quality flush, our highly popular flush gun tool, and more to help you have a successful A/C season! Plus, be entered for a chance to win a trip for 2, to the MACS 2019 Training Event.

Part No. 99934 Includes:

<table>
<thead>
<tr>
<th>4S Part No.</th>
<th>Description</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>59002</td>
<td>8 oz. Bottle PAG 100</td>
<td>4</td>
</tr>
<tr>
<td>59003</td>
<td>8 oz. Bottle PAG 150</td>
<td>4</td>
</tr>
<tr>
<td>59007</td>
<td>8 oz. Bottle PAG 46</td>
<td>8</td>
</tr>
<tr>
<td>59234</td>
<td>8 oz. R-1234yf oil</td>
<td>2</td>
</tr>
<tr>
<td>69994</td>
<td>1 qt. Temp Select Flush</td>
<td>4</td>
</tr>
<tr>
<td>69991</td>
<td>25 oz. Dura II Flush</td>
<td>2</td>
</tr>
<tr>
<td>59019</td>
<td>4 oz. Bottle Silicone O-Ring Lubricant</td>
<td>1</td>
</tr>
<tr>
<td>59091</td>
<td>1 qt. Bottle Vacuum Pump Oil</td>
<td>1</td>
</tr>
<tr>
<td>69344</td>
<td>1.5 oz. Bottle ICE32</td>
<td>1</td>
</tr>
<tr>
<td>59172</td>
<td>Flush Gun</td>
<td>1</td>
</tr>
<tr>
<td>59023</td>
<td>Clean Air Duct Treatment</td>
<td>1</td>
</tr>
</tbody>
</table>

Marketing support included to help kick-off your A/C season:
- Oil Capacity Countermat
- “Successful Compressor Replacement” consumer brochure with acrylic stand
- MACS Training Event Scorecard*

Win a trip for 2, to the 2019 MACS Training Event and Trade Show in Anaheim, CA!

Send your Technician or send yourself to the most informative automotive HVAC training event in the industry. Learn from experts in the field of climate control and meet with manufactures and suppliers of today’s most innovative new A/C products.

To enter, simply install 5 Four Seasons® A/C kits and then complete and return the promotional scorecard found inside this kit. See reverse side for more information.
Thank you for purchasing our Chemical & Flush Shop Kit a Season.

We understand that behind every successful shop there are serious A/C service technicians eager to learn the latest tips, techniques and trends in mobile climate control. That is why, as a part of this promotion, we are offering one enthusiastic Technician or Shop Owner the opportunity to attend the 2019 MACS Training Event and Trade Show in Anaheim, CA.

*Install 5 complete Four Seasons® A/C repair jobs including a new or remanufactured compressor, accumulator / filter drier, orifice tube or expansion device to qualify. Record your installs here.

*Valid through participating Four Seasons® distributors or directly with Four Seasons® customers. Proof of sale necessary. Purchasers not set up with Four Seasons® PAC-Kit program may still be eligible by work order or invoice showing purchase of Four Seasons® compressor, accumulator / filter drier, orifice tube or expansion device and DURA II or TEMP Select flush with same date of purchase.
Go Green with Four Seasons® Remanufactured Compressors and you could win a SSR iTank 3-Wheeled Electric Scooter!

The iTank is powered by an 1490 watt, 60v Twist and Go System by Doohan that will propel the rider to speeds north of 20mph. The 2 speed transmission allows for steep hill climbing with little to no effort. The battery is removable for easy charging and can reach a range up to 60 miles.

How to Enter:
Complete promotional scorecard and submit! *(Available on-line or through your local Key Account Sales Manager)*

5 FOR 10 + ADD 1
Receive 5 points with installation of 10 Four Seasons® Green at Our Core® remanufactured compressors*
Receive 1 (one) additional point for every Four Seasons® Green at Our Core® remanufactured compressor installed thereafter*

*Must provide proof of purchase including invoice or work order

PROMOTION DETAIL
• Gain the most points to win!
• Enter as often as you’d like

BONUS!
• Every qualifying scorecard entry will receive an entry into a monthly drawing for a portable 8000mAh Car Jump Starter Kit
• Sign up to be added as a Green at Our Core® shop and we’ll not only help promote your business through social media, but we’ll also send you a Digital Marketing USB, featuring everything you need for your social media and digital marketing program and a Green at our Core® iron-on patch.

Scan here to learn more about the Four Seasons® Green at Our Core® program.
THE DIAGNOSTICIAN SOLUTION
DODGE RAM CUMMINS DIESEL PROBLEM SOLVING KIT

Four Seasons® introduces the first application specific, problem solving parts kit, complete with everything needed for expert technicians to do the job right. A common cause of compressor failure and poor A/C performance on some of the Dodge RAM Cummins Diesel applications, is a failed Electronic Viscous Fan Clutch (EVC)*. This problem can often go overlooked, resulting in repeated comebacks. With this new kit, we help take the guess work out by including a premium quality compressor, fan clutch, liquid line with enclosed orifice tube, accumulator, PAG oil and necessary o-rings and gaskets, all under one part number.

KITS INCLUDES:
- COMPRESSOR
- FAN CLUTCH
- LIQUID LINE
- ACCUMULATOR
- PAG OIL
- ALL NECESSARY O-RINGS, GASKETS & SEALS

DID YOU KNOW?
*Malfunctioning Fan Clutch
A malfunctioning fan clutch can be hard to diagnose. Typically, the vehicle will NOT overheat unless operating in severe duty conditions. Since the vehicle is not overheating, the technician is not inclined to suspect an airflow problem. The challenge is to determine if the fan clutch is engaged and close to engine rpm. With an inexpensive infrared tachometer, a bad viscous fan clutch is much easier to diagnose by comparing fan speed to shaft speed. An engaged fan clutch will approximately read 80-90% of shaft speed. A disengaged fan clutch will approximately read 20-30% of shaft speed. A scan tool should also be used to check for codes that have been set by the EVC.
Technology in the automotive world is moving at a rapid pace and shaping the future of automotive repair shops. Sophisticated systems have become more complex and require the proper training and the right diagnostic tools to efficiently perform a repair.

The Four Seasons® Vehicle Comfort Center™ III features components for both the shop owner and technicians to get the most out of their A/C season.

**PART NO. 99933**

**KIT INCLUDES:**

- Temperature Testing Tool – 2 Channel A/C Thermometer
- Temp Testing User Guide & Worksheets
- Bundle of economical paper floor mats
- Bundle of laminated mirror tags
- Two Double Duty Work lights
- Stainless Steel Magnetic Bowl
- “Digital Media” at your fingertips USB*
- 4 contest entries into 2-day Master Series Professional Technician Training*

**GET NOTICED AS A FOUR SEASONS® VEHICLE COMFORT CENTER AND STAND OUT AS THE EXPERT HVAC REPAIR SHOP IN YOUR AREA!**

**DID YOU KNOW?**

1IMR Automotive Research asked general repair shops about current and future threats to their business. Of the six current/future threats asked about, the cost of tools and equipment required to service late model vehicles and advanced technology on newer vehicles nearly tied for the highest threats to general repair shops overall.

*See reverse side for more information

Reference:

BE ONE OF 12 TO WIN A TRIP TO THE FOUR SEASONS® VEHICLE COMFORT CENTER™ MASTER SERIES A/C TRAINING CLINIC

CLINIC HELD MARCH 29th & 30th, at the SMP TRAINING CENTER IN IRVING, TX

- Complete and submit promotional scorecard found in Four Seasons® Vehicle Comfort Center™ Kit, part no. 99933.
  - Receive 4 entries automatically!
- Additional Entry Opportunities
  - Install 5 Four Seasons® new or remanufactured compressors + 6
  - Install 10 Four Seasons® new or re manufactured compressors + 11
  - Bonus: Complete A/C Quiz available Online or Print + 5 & iron-on patch
  - Bonus: Provide Testimonial + 5
- Enter as often as you’d like

DO NOT FORGET TO COMPLETE SCORECARD FOR THESE BONUS OPTIONS:

1 Includes meals, hotel, training clinic, transportation to and from hotel to training facility transportation during training event only, and hotel.
2 Must provide proof of purchase or work order

SUBMIT VIA: • PREFERRED MAIL CARRIER • FAX • ONLINE

Digital Media at your fingertips!
Custom USB features everything you need to get your business up and running with social media and digital marketing.

- 5 Tech Tips (Did You Know with text & images)
- 3 customizable flyer templates
- Vehicle Comfort Center® kit images & forms
- Customizable web banner
- How-To Guide – Get your shop noticed on social media!
Tell Us Why You Bet on Hayden® Automotive and you could win a trip for 2, to Industry Week 2018!

Use the hashtag #RunItHardKeepItCool on social media between May 1st and August 1st, 2018 to share how Hayden® Automotive products have helped you “Run it Hard & Keep it Cool!”

Each month, one winner will be chosen to receive a Hayden t-shirt! The individual awarded the most qualifying points will receive a Grand Prize trip for two to Las Vegas for Automotive Aftermarket Industry Week 2018*!

How to Enter and Earn Points:

- **Video**: +10 points (1 - 5 minutes in length)
  - Show us your install and then show us the performance
- **Images**: +5 points
  - Show us your install or take a selfie with our product on your vehicle
- **Social Post**¹: +5 points
  - Each platform you post your video or image to is eligible for points
- **Review or Testimonial**¹: +5 points
  - Post a review to Facebook or a testimonial on social media

Don’t forget to use #RunItHardKeepItCool

There are no limits on the number of entries or points you can receive so keep sharing!

*Includes air fare within the continental U.S. to and from Las Vegas, hotel, and admission into the show only.

¹Points are earned for the original post only. Reposts of any kind will not earn points.

See official rules and details at www.haydenauto.com

www.haydenauto.com
### 2018 MARKETING PROGRAM CALENDAR

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jan</td>
<td>Feb</td>
<td>Mar</td>
<td>Apr</td>
</tr>
<tr>
<td><strong>Product Updates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TechSmart® Product Releases</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® New Parts Spotlight</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® ‘Closer Look’ Videos</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® Just the Facts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>National Media Communications Programs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® OE-Match NSF® TPMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® Bigger, Better Diesel Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermotor® Import Leader By Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Blue Streak®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® Turbocharger Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>National Promotions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® ‘Back to Basics’ Sweepstakes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMP® ‘Always Innovating’ Challenge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® ‘Shop Team Selfie’ Challenge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® TPM9011 TPMS Assortment Promo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® TPM9012 TPMS Tool Kit Promo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Blue Streak® Scholarship Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermotor® Scholarship Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard® Diesel Scholarship Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMP® Temp Control 'Window Lift Video Contest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four Seasons® ‘Chemical &amp; Flush Shop Kit’ Promo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four Seasons® ‘iCore Eco-Shop’ Contest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four Seasons® ‘HVAC Diagnostics’ Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hayden® ‘Run It Hard, Keep It Cool’ Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Show Information</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AWDA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAPEX</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New Pro Training On-Site Topics</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whole Vehicle Diagnostics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VW and Audi Scan Diagnosis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HVAC Diagnosis and Repair Solutions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control Module Diagnosis and Replacement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intg. Power Module &amp; Smart Jct. Box Diagnosis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New Pro Training On-Demand Topics</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relay Testing and Diagnosis Fundamentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scan Data Diagnostics Fundamentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HVAC r1234yf Update</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Transmission Fundamentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chevy Colorado Diesel Overview</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Throttle Control Fundamentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.7 Cummins Tips &amp; Tricks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle Electronics Fundamentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication Fault Diagnostics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driver Assist Systems Overview</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More Electrical Puzzles Part III</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brain Teasers: Diagnostic Puzzles from the Field Part V</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>