



*For Immediate Release*

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## **Standard Motor Products Announces Winner of its Standard ‘Tech Star’ Challenge**

**NEW YORK, N.Y., December 26, 2017** - Standard Motor Products, Inc. (SMP) announces the Grand Prize winner of its Standard® ‘Tech Star’ Challenge: Matthew Cranford of Zubalon, NC. Mr. Cranford’s winning tech tip can be viewed at [StandardTechStarChallenge.com](http://StandardTechStarChallenge.com).

Mr. Cranford will receive a trip for two to SMP’s training center in Irving, TX, where he will record three installation videos with SMP’s Director of Training, Ryan Kooiman. SMP will post these videos to its Standard® YouTube Channel, which has more than 4 million views and 5,700+ subscribers. Mr. Cranford also receives \$5,000 towards the purchase of video equipment and automotive tools to start his own YouTube channel.

In addition to its Grand Prize winner, SMP has awarded two 2nd Prize winners each with \$1,500 towards the purchase of automotive tools and video equipment; and five 3rd Prize winners each receive a GoPro® Hero4 Black camera.

To enter the contest, applicants were asked to upload a video of their best one-minute tech tip to YouTube and add the hashtag #StandardTechStar. Members from SMP’s award-winning training department judged the tech tips on originality, presentation, and quality.

Commenting on the announcement, Phil Hutchens, Vice President Engine Management Marketing, SMP, stated, "Standard has always been proud to support up-and-coming technicians and provide award-winning training, and our Standard Tech Star Challenge gave us the opportunity to do both."

### **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, download the SMP® Parts App 2.0 or visit [www.smpcorp.com](http://www.smpcorp.com).

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