



**For Immediate Release**

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## **Standard Motor Products Selects “Make It QWIK™ Sweepstakes” Winners**

**New York, N.Y., September 3, 2015** – Standard Motor Products (SMP) announced today that it has selected the five Grand Prize winners of its “Make It QWIK™ Sweepstakes”. They are Diane Driskell, Jennifer Sparks, Dennis Bushman, Anthony Grima, and Stephanie Hagee. Each winner will receive a trip for two to the Bob Bondurant® School of High Performance Driving. In addition, SMP awarded a GoPro® HERO4 Camera to five First Prize winners. The first 2,500 sweepstakes entrants were awarded a commemorative “Make It QWIK™” TPMS cap.

The “Make It QWIK™ Sweepstakes” was created to promote SMP’s new QWIK-SENSOR™ line of multi-coverage, ID clone-able TPMS sensors. The sweepstakes ran from April 1 through June 30, 2015, and was open to both technicians and motorists. Winners were randomly selected from more than 12,000 eligible entrants.

“SMP always looks forward to unveiling new product innovations,” Phil Hutchens, Vice President Engine Management Marketing, SMP, said. “Giving our customers the opportunity to win these incredible prizes was the perfect way to generate excitement for our new QWIK-SENSOR™ line while driving awareness for our complete TPMS offering.”

The QWIK-SENSOR™ line features three color-coded sensors that provide 94% coverage. Available in both rubber and metal valve stems, the sensors are fully assembled and ready for installation. They can be ID-cloned or OE-relearned and work with all major TPMS tools.

### **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 mobile App or visit [www.smpcorp.com](http://www.smpcorp.com).