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## **Four Seasons Unveils New Logo and Updated Packing for New Compressor Product Line**

**LEWISVILLE, Texas, Aug. 28, 2018** – Four Seasons® unveils a new logo and updated graphic packaging for its new compressor product line, it was announced today by Ron Miller, marketing director for Four Seasons.

“As a flagship brand of Standard Motor Products – Temperature Control Division, the Four Seasons brand received a new, contemporary look that delivers the long-standing message of quality and performance,” said Miller. “Our new tagline, ‘Quality. Coverage. Service.’ grounds the logo with the brand’s promise and corporate core strategy.”

The new compressor packaging was refreshed to deliver a clean, concise and contemporary look, reflecting the quality of the product category and easily standing apart from competitive product packaging. Customers will start seeing the new design on product labels, marketing materials, advertisements and more in the coming months.

For more information on Four Seasons, contact a local account sales manager or visit [www.4s.com](http://www.4s.com).

### **About Four Seasons:**

Four Seasons is a flagship brand of Standard Motor Products - Temperature Control Division (SMPT). As the largest remanufacturer in North America of mobile air conditioning compressors, SMPT manufactures and distributes a comprehensive line of replacement climate control and engine cooling products for passenger cars, SUV’s, trucks and fleets. Standard Motor Products also offers ignition, emission controls, wire and cable, electrical and fuel delivery components to the aftermarket industry. Visit [www.4s.com](http://www.4s.com) for more information.

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