

# 2024 SMP® MARKETING CALENDAR



JAN



## GAS FUEL INJECTION

Standard® offers a complete program with more than 1,000 new, never remanufactured components

Standard® Fuel Injectors are designed, tested and manufactured in our Greenville, South Carolina facility

New from Blue Streak®, GDI High-Pressure Fuel Pump Kits

SMP PRO TRAINING POWER HOUR WEDNESDAY, JAN 10 AT 12:15 PM ET ProTrainingPowerHour.com

APR



## REMANUFACTURED COMPRESSORS

The Four Seasons® Reman Compressor program is the largest in the aftermarket, with over 1,100 SKUs covering 233 million vehicles

Manufactured using 75% recycled material (by weight) with 100% new bearings, seals, gaskets, O-rings and other wear components

Tested and validated for durability, function, vacuum and pressure decay

SMP PRO TRAINING POWER HOUR WEDNESDAY, APR 10 AT 12:15 PM ET ProTrainingPowerHour.com

JUL



## FAN CLUTCHES

Hayden's comprehensive Fan Clutch program includes over 239 thermal, non-thermal and electronic clutches covering 70 million vehicles

Each unit is designed as a true quality replacement in fit, form and function to meet or exceed OE specifications and durability

Critical component of the cooling system that varies the fan speed to meet the cooling demands of the vehicle

SMP PRO TRAINING POWER HOUR WEDNESDAY, JUL 10 AT 12:15 PM ET ProTrainingPowerHour.com

OCT



## BLOWER MOTORS / BRUSHLESS MOTORS

The complete Four Seasons® program features over 770 Blower Motors, including Brushless Motors covering 240 million vehicles

Each model is 100% tested for performance, durability, vibration and operational noise

Critical components for cabin comfort and proper HVAC system operation

SMP PRO TRAINING POWER HOUR WEDNESDAY, OCT 9 AT 12:15 PM ET ProTrainingPowerHour.com

FEB



## EMISSION CONTROL PROGRAM

A complete program with EVAP, Crankcase, EGR and Diesel emission components

Over 3,400 SKUs available with coverage through 2023 for import and domestic vehicles

Standard® emission products are manufactured and tested to keep complex systems functioning properly

SMP PRO TRAINING POWER HOUR WEDNESDAY, FEB 14 AT 12:15 PM ET ProTrainingPowerHour.com

MAY



## CAM & CRANK SENSORS

More than 1,100 Cam and Crank Sensors from Standard® and Blue Streak® representing 700 million repair opportunities

Manufactured in our IATF 16949-certified North American facility

Standard® and Blue Streak® Cam and Crank Sensors are tested from -40°F to 257°F and vibration tested for up to 64 hours for optimal operation in all conditions and a long service life

SMP PRO TRAINING POWER HOUR WEDNESDAY, MAY 8 AT 12:15 PM ET ProTrainingPowerHour.com

AUG



## ELECTRONIC THROTTLE BODIES

The most complete program in the industry, with over 200 ETBs covering 190 million vehicles

All-new, not remanufactured with updated gear trains over OE designs for a longer service life

Gaskets included where required for an easy installation

SMP PRO TRAINING POWER HOUR WEDNESDAY, AUG 7 AT 12:15 PM ET ProTrainingPowerHour.com

NOV



## ADAS / COLLISION REPAIR PROGRAMS

Standard® ADAS offers more than 750 components for ICE, hybrid, and electric vehicles

More than 8,000 different Collision Repair Components available

All Standard® ADAS components are designed to properly integrate with complex electronic crash avoidance systems

SMP PRO TRAINING POWER HOUR WEDNESDAY, NOV 13 AT 12:15 PM ET ProTrainingPowerHour.com

MAR



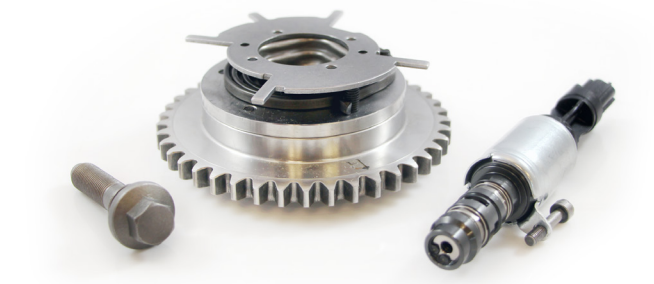
## PAC-KITS® A/C KITS

Complete A/C PAC-Kits® include a quality new compressor, expansion device, accumulator / filter drier, appropriate oil, all necessary gaskets and O-rings with coverage for over 217 million VIO

Service A/C PAC-Kits® contain all related components to accompany the compressor. Pair with a new or remanufactured compressor for a complete repair.

SMP PRO TRAINING POWER HOUR WEDNESDAY, MAR 13 AT 12:15 PM ET ProTrainingPowerHour.com

JUN



## VARIABLE VALVE TIMING

Standard® and Blue Streak® offer the most comprehensive VVT line in the aftermarket, with more than 600 SKUs

VT Solenoids, Sprockets, Kits, Oil Control Valves and more, with coverage through 2023

Many VVT components include value adds such as gaskets for an easier installation

SMP PRO TRAINING POWER HOUR WEDNESDAY, JUN 12 AT 12:15 PM ET ProTrainingPowerHour.com

SEP



## IGNITION COILS

Together, Standard® and Blue Streak® offer more than 700 Coils for 99% aftermarket-leading coverage

Each Coil is subjected to extensive testing and product validation

Many of the most popular Coils are now available in multipacks for a complete repair solution

SMP PRO TRAINING POWER HOUR WEDNESDAY, SEP 11 AT 12:15 PM ET ProTrainingPowerHour.com

DEC



## ABS SPEED SENSORS

ABS Sensors are critical to the performance of electronic safety systems like ESC and Automated Braking

Standard's complete program includes over 2,500 Sensors, covering 265 million vehicles

Tested in the lab for output voltage, magnetic field strength, output wave; and tested on real vehicles to make sure electronic safety systems operate correctly

SMP PRO TRAINING POWER HOUR WEDNESDAY, DEC 11 AT 12:15 PM ET ProTrainingPowerHour.com



# WHAT'S IN YOUR BOX?™



Vehicles are changing, but we have adapted to meet the demands of technicians for over 100 years, and we will be ready for the next 100.

# SMP® 2024

## PROGRAMS AND PRODUCTS

## 2024 SMP® MARKETING CALENDAR

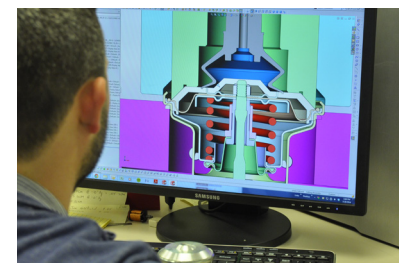
New Initiatives to keep key categories in front of your customers all year long

New for 2024, SMP® will be highlighting specific categories and products each month. A full 360-degree campaign will be provided for each category, including new training videos, national advertising campaigns, live training classes, category management assistance and more. This increased attention will help drive sales in several key categories.

## HERE IS WHAT'S IN OURS

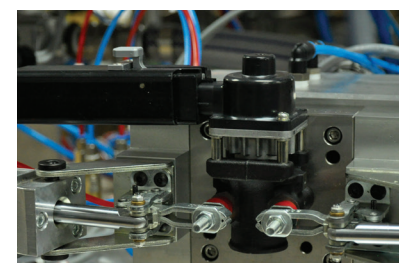
### Research and Development

SMP has 13 fully-equipped design & development centers in North America and around the world including New York, South Carolina, Poland and Germany. We are committed to developing the best-performing aftermarket products available.



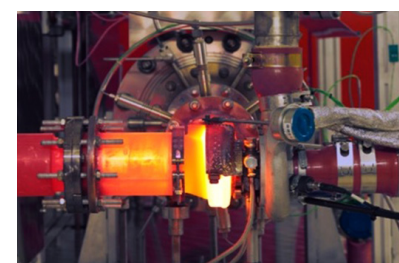
### Precision Manufacturing

From start to finish, SMP is an expert manufacturer, validating all components from raw material to end-of-line testing. Our manufacturing facilities are IATF 16949, ISO 9001 and ISO 14001-certified.



### Testing and Evaluation

Thermal shock, vibration, salt spray, and more, our parts are subjected to a series of tests and undergo a detailed validation process.



### On-Vehicle Validation

Modern vehicles have complex electronic safety systems. Every part installed must be designed and calibrated to work with these systems. Our parts are tested on vehicles to make sure safety systems like Automated Braking and Electronic Stability Control work as designed.



### Sales Support

The industry's best and most recognized training programs, robust marketing, world-class category management, and a salesforce that's second to none, is why we're more than just a part in the box.



### ADVANCED ICE TECHNOLOGY

To improve fuel economy and meet tighter emissions standards, vehicle manufacturers have introduced multiple newer technologies, including Variable Valve Timing, Electronic Throttle Bodies, Turbochargers and Direct Injection. More and more vehicles with these technologies will be entering bays, and SMP's complete programs will help you capture these service opportunities.



### ELECTRIC VEHICLE COVERAGE

Battery Cables, Charging Adapters, Electrical A/C Compressors, Battery Cooling Fans, and more, we already offer coverage for electric vehicles in multiple categories, and are continually expanding our product offering.



### POWERTRAIN NEUTRAL COVERAGE

Regardless of how a vehicle is powered, many of the components and systems remain the same. Electronic safety systems have to work, the cabin is heated and cooled. SMP® leads the industry in Powertrain Neutral Coverage and continues to release more than a thousand powertrain natural components each year.



As the car parc evolves, effective category management will become even more important. Our dedicated team has the data and resources required to ensure you have the right parts in your markets to help you serve your customers. ICE, hybrid or electric, Standard® and Four Seasons® are your partner for today and tomorrow.



### TRAINING VIDEOS

A new, category-specific training video will be released each month to help Parts Professionals better understand each category and how to sell them



### SMP PRO TRAINING POWER HOUR

Each month, our professional trainers will host a live, technical training session available to your service provider customers at no charge. Register at [ProTrainingPowerHour.com](http://ProTrainingPowerHour.com)



### CATEGORY MANAGEMENT

Our Category Management Professionals will work with your team to make sure you have the correct inventory in place



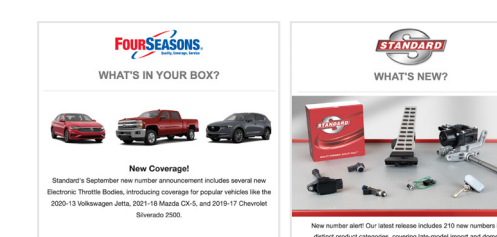
### PRINTED MATERIALS

New Product Flyers and Brochures will be created and distributed for you to share with your customers during the month



### NATIONAL ADVERTISING CAMPAIGNS

Category-specific advertisements targeting technicians will be created for print magazines and Group / Customer websites



### EMAIL CAMPAIGNS

Product and technical emails will be sent directly to more than 50,000 professional technicians highlighting that month's focus category

