



IGNITION COILS

WHAT'S IN YOUR BOX?

We understand what's important to you.

Technicians were asked what influenced their engine management purchasing decisions – **High-Quality Parts** and **Trusted Brand** were the top two factors.

How did we stack up? **SMP has the 5 top-rated aftermarket brands.**

Since 1919, Standard® has been known for premium automotive quality with parts that are always engineered for superior performance and durability.

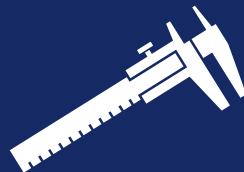
What's inside the Standard® coil box... advanced engineering and over 100 years of expertise. What's in your box?

Many suppliers are just product importers. That's not who we are. We understand it's not enough to lead the market with 99% coverage – **we're an expert manufacturer**, and proud of our process. We study the OE platform coils and find the weak points in many original coil designs that lead to failure.



OE FLAWS

Our engineers identify the OE flaws



STANDARD® IMPROVEMENTS

We design the Standard® coil to overcome these flaws



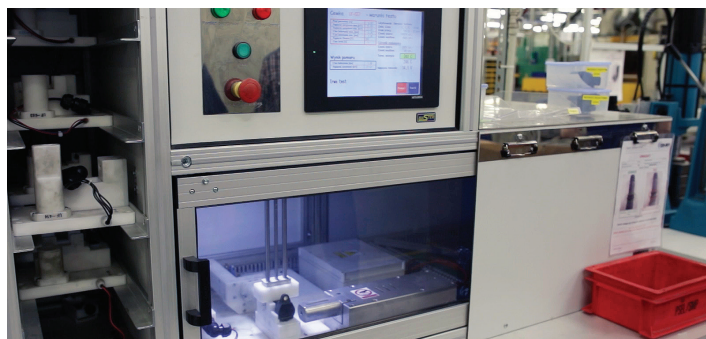
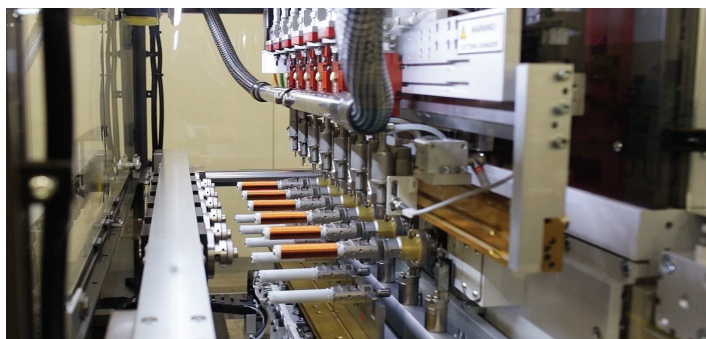
STANDARD® RELIABILITY

We manufacture a more reliable, better performing ignition coil

Our coils are manufactured at SMP Poland, an IATF 16949-certified factory. Where do theirs come from?

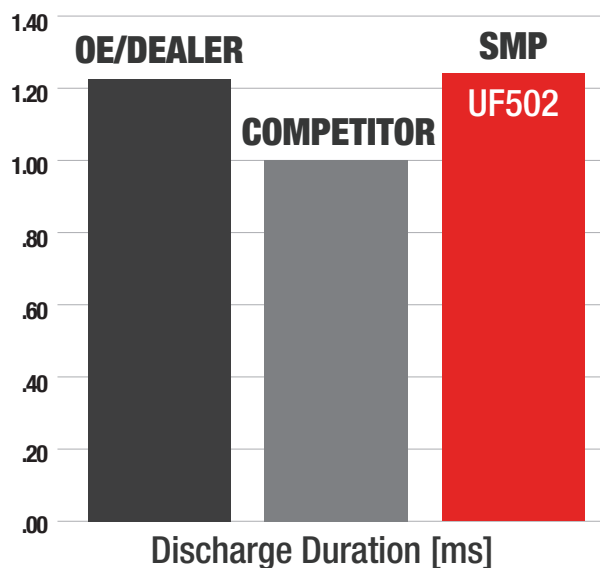
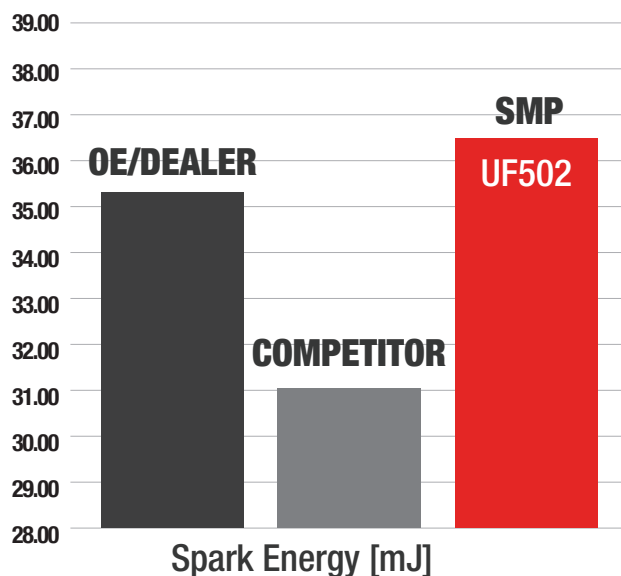
SMP Poland is our most advanced design, engineering, and manufacturing facility with more than 750 highly-trained employees, including 60+ engineers.

We manufacture more than 6 million coils and introduce over 110 new products each year. It's why we say with confidence that Standard® and Blue Streak® heavier-duty ignition coils are the product of superior design, manufacturing, and testing.



Every Standard® coil is subjected to extensive testing and product validation. Who's looking at your coil before it's packed in the box?

Our coils undergo rigorous examination and product validation, including extensive measurement and life testing, a full range of environmental analysis that includes thermal shocks, thermal cycling, and vibration tests. **You don't want comebacks and neither do we.** We go to these lengths to ensure 100% product reliability, so you can install every Standard® and Blue Streak® ignition coil with confidence.



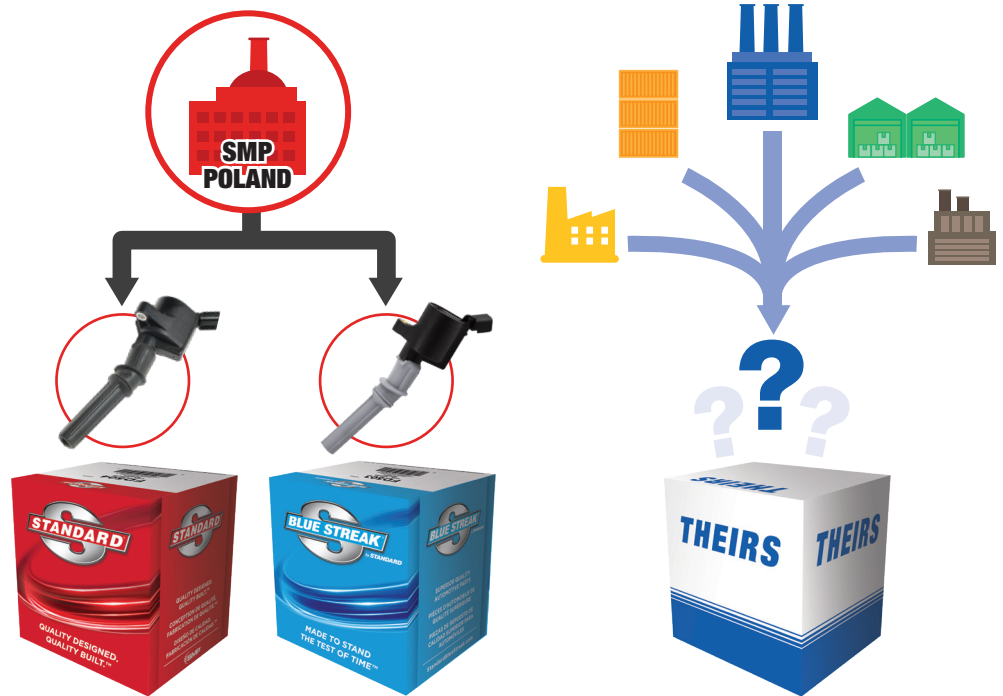
Source: SMP Poland Testing Lab, 2020

Because we're the manufacturer, you know what to expect every time you open a Standard® box. Can your supplier say the same?

When a distributor purchases a part from multiple suppliers you just don't know what you're getting when you open the box.

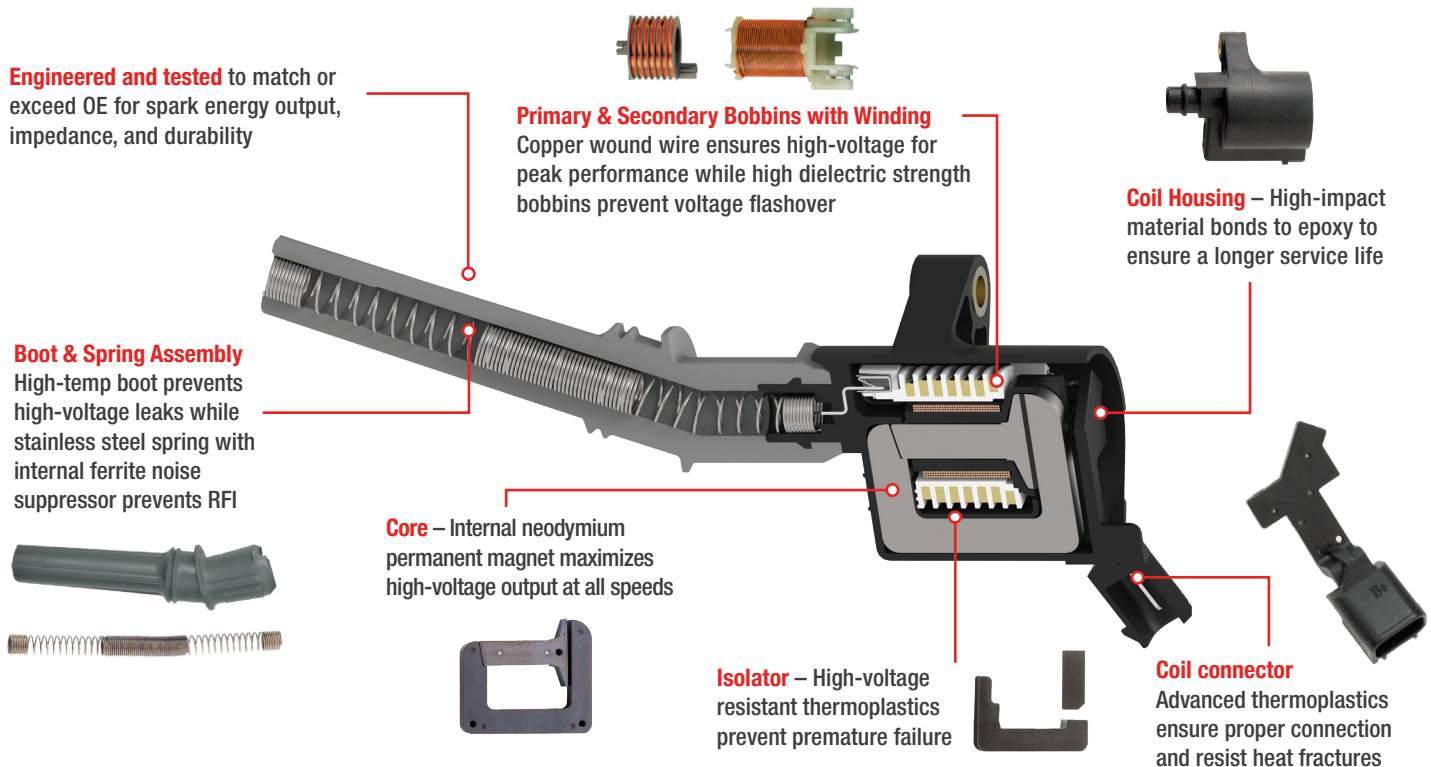
A poor-quality replacement part won't fix even a properly diagnosed problem.

Product importers are not manufacturers and don't have the resources to engineer, test, and validate like we do.



We pay strict attention to the details. Can your supplier say the same?

Our Commitment: we pay careful attention to the components, engineering, & manufacturing details to consistently deliver a superior ignition coil. Does your supplier put this level of effort into their coils?



STANDARD® IGNITION COILS WHAT'S IN YOUR BOX?



Now you know what's in our box, here's what's behind it.

At the heart of SMP has been a set of core values that have remained consistent from day one:

- Premium products and premium brands
- Commitment to expert manufacturing – from raw material to end-of-line testing
- Precise catalog data, award-winning training and world-class marketing support
- Customer care from a salesforce that's second to none
- Time-tested ability to adapt to the latest automotive technologies
- But most of all, a commitment to integrity

For more than 100 years, when the OE failed, technicians trusted Standard® and Blue Streak® to deliver a part that's equal to or better than the original it's replacing.



Standard® includes everything needed to help you complete a successful install; plus our Standard® YouTube channel brings you hundreds of professional instructional videos developed by SMP's award-winning training team.