

*For Immediate Release*

For more information, contact:  
Lynn Konsbruck  
(312) 768-7362  
[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Introducing the Intermotor<sup>®</sup> Parts Car Giveaway *Win the Parts. Car Included.*

**New York, NY, Feb. 13, 2014** - Standard Motor Products (SMP<sup>®</sup>) announces the [Intermotor<sup>®</sup> Parts Car Giveaway](#), available to professional service technicians, counterpersons, motorists and all import car enthusiasts, is running now through April 15, 2014. The program will award one grand prize winner a 2014 Subaru<sup>®</sup> Impreza WRX, as well as first and second place prizes.

“Intermotor<sup>®</sup> is recognized as the import leader in coverage and quality, with a commitment to delivering exact match fit, form and function. To drive Intermotor<sup>®</sup> awareness and to reward our many Intermotor<sup>®</sup> supporters, we’re excited to give one lucky grand prize winner the opportunity to drive away in the Intermotor<sup>®</sup> Parts Car, a 2014 Subaru<sup>®</sup> Impreza WRX,” said Phil Hutchens, Vice President Engine Management Marketing, SMP<sup>®</sup>.

In addition to the grand prize, five first prize winners will receive a GoPro<sup>®</sup> HERO3+ camera and 10 second prize winners will receive a Garmin<sup>®</sup> nüvi LM with lifetime map updates.

Intermotor<sup>®</sup> Parts Car Giveaway participants may enter online at [www.IntermotorPartsCar.com](http://www.IntermotorPartsCar.com) or by entry card.

- Visit [www.IntermotorPartsCar.com](http://www.IntermotorPartsCar.com) and follow the instructions on the page to complete and submit the online registration form during the entry period.
- Complete an official Intermotor<sup>®</sup> Parts Car Giveaway entry form, available in select stores and through numerous print and digital automotive trade publications. Mail the completed form, post marked no later than April 15, 2014.

Intermotor<sup>®</sup> is a complete engine management import line that includes ignition and electrical, relays, switches and sensors with a concentration on high technology categories such as computerized engine controls, fuel injection, and emission controls with coverage for every part number with an import nameplate. Intermotor<sup>®</sup> parts are unrivalled for quality, original fit, form and function, as well as coverage.

For additional information about Intermotor<sup>®</sup>, contact an SMP<sup>®</sup> sales representative or visit [www.IntermotorPartsCar.com](http://www.IntermotorPartsCar.com).

### **About SMP:**

SMP<sup>®</sup> 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<sup>®</sup> products are sold through both traditional and non-traditional distribution channels. For more information, visit [www.smpcorp.com](http://www.smpcorp.com).

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