

2025 SMP® MARKETING CALENDAR



JAN



KITS AND MULTIPACKS

Standard® and Blue Streak® Kits include everything technicians need for a complete repair

Standard® Kits include Turbocharger Kits, Oil Filter Housing Kits, and Fuel Injector Multipacks

Blue Streak® Kits include Ignition Coil Multipacks, GDI High-Pressure Fuel Pump Kits, Variable Valve Timing Kits, Cam & Crank Sensor Kits, Blower Motor Resistor Kits and more

SMP PRO TRAINING POWER HOUR
 JANUARY 8 AT 12:15 PM ET
ProTrainingPowerHour.com

APR



ELECTRONIC PARKING BRAKE ACTUATORS

Standard® Electronic Parking Brake Actuators are always new, never remanufactured

Popular applications include new hardware and O-ring for a quicker installation

Coverage for over 63 million import and domestic vehicles in this growing category

SMP PRO TRAINING POWER HOUR
 APRIL 9 AT 12:15 PM ET
ProTrainingPowerHour.com

JUL



TURBOCHARGER KITS

Standard® offers over 140 Turbocharger Kits for gas, diesel, domestic and import applications

Each Kit includes everything needed for a complete and trouble-free installation

Standard's all-new Turbochargers are never remanufactured, so there is no core to return

SMP PRO TRAINING POWER HOUR
 JULY 9 AT 12:15 PM ET
ProTrainingPowerHour.com

OCT



BLOWER MOTORS, HEATER CORES & HEATING COMPONENTS

Four Seasons® offers a comprehensive line of heating components including premium blower motors, heater cores, air door actuators, heater valves, water outlets and many other categories to help maintain operating temperatures for both cabin comfort and optimal vehicle performance

SMP PRO TRAINING POWER HOUR
 OCTOBER 8 AT 12:15 PM ET
ProTrainingPowerHour.com

FEB



OIL FILTER HOUSING KITS

Feature design improvements over the original to prevent oil leaks

Assembled from the factory with both sensors and heat exchanger already installed, and includes new gaskets

High-strength synthetic housing matches the thermal characteristics of the original for correct oil cooling

SMP PRO TRAINING POWER HOUR
 FEBRUARY 12 AT 12:15 PM ET
ProTrainingPowerHour.com

MAY



GAS FUEL INJECTION

Standard's complete program offers more than 2,300 gas fuel injection components

Standard® Gas Fuel Injectors are 100% new, never remanufactured, and are designed, tested and manufactured in our Greenville, South Carolina facility

Program includes Blue Streak® GDI High-Pressure Fuel Pump Kits

SMP PRO TRAINING POWER HOUR
 MAY 14 AT 12:15 PM ET
ProTrainingPowerHour.com

AUG



IGNITION COILS

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

Design improvements over the original for a better-performing and more reliable Ignition Coil

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

SMP PRO TRAINING POWER HOUR
 AUGUST 13 AT 12:15 PM ET
ProTrainingPowerHour.com

NOV



CRANKCASE EMISSIONS

Standard's 550 crankcase emission components keep vehicle emissions systems operating as the OE manufacturer intended

Program includes PCV Valves, Crankcase Breather Hoses, Ventilation Filters, and Engine Oil Separators

Standard® Crankcase Breather Hoses and PCV Valves retain OE fitting designs and include high-quality seals for a complete and easy repair

SMP PRO TRAINING POWER HOUR
 NOVEMBER 12 AT 12:15 PM ET
ProTrainingPowerHour.com

MAR



A/C COMPRESSORS, KITS & RELATED COMPONENTS

As the coverage leader in quality temperature control components and the largest compressor remanufacturer in the world, Four Seasons® is your complete HVAC source

Four Seasons® offers over 1,400 full and service kits as well as many other problem-solving kits and premium components to fill every need of the professional installer

SMP PRO TRAINING POWER HOUR
 MARCH 12 AT 12:15 PM ET
ProTrainingPowerHour.com

JUN



EVAPORATIVE EMISSIONS

Standard® offers more than 1,300 EVAP components for import and domestic applications

Extensively tested in the lab and on vehicles for reliability and performance

Designed and manufactured using the highest-quality materials and processes to ensure OE-matching performance

SMP PRO TRAINING POWER HOUR
 JUNE 11 AT 12:15 PM ET
ProTrainingPowerHour.com

SEP



VARIABLE VALVE TIMING

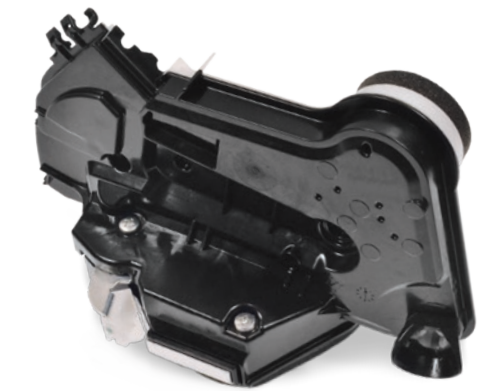
Standard® and Blue Streak® offer the most comprehensive VVT program in the aftermarket, with more than 650 SKUs

Blue Streak® WT Solenoids include design improvements over the original for improved reliability

VVT Solenoid Kits and complete VVT Service Kits are available for a total repair

SMP PRO TRAINING POWER HOUR
 SEPTEMBER 10 AT 12:15 PM ET
ProTrainingPowerHour.com

DEC



DOOR LOCK ACTUATORS

Standard's line of Door Lock Actuators includes nearly 1,400 integrated and non-integrated Actuators covering nearly 1 billion repair opportunities

Each Actuator meets Federal Motor Vehicle Safety Standard No. 206 requirements for door ejection safety

Plug and play design means that no additional programming is required

SMP PRO TRAINING POWER HOUR
 DECEMBER 10 AT 12:15 PM ET
ProTrainingPowerHour.com

WHAT'S IN YOUR BOX?™



Vehicle technology is evolving rapidly, and so are we

SMP® 2025

PROGRAMS AND PRODUCTS

2025 SMP® MARKETING CALENDAR

Keeping key categories in front of your customers all year long

To increase demand from service provider customers, we will support key categories with aggressive marketing and training initiatives. Each month, we'll execute a comprehensive 360-degree campaign, featuring live training sessions, targeted print and digital advertising, new sales support materials, and category management assistance. This focused, increased attention will help drive sales in multiple categories.

HERE IS WHAT'S IN OURS

Research and Development

We have 13 of our own design and development centers strategically located around the world, including New York, South Carolina, Germany, and Poland. We are continuously developing the very best-performing aftermarket products in the industry.



In-House Manufacturing

From start to finish, we are an expert manufacturer with 19 manufacturing facilities. SMP manufacturing plants are IATF 16949, ISO 9001 and ISO 14001-certified.



Testing and Validation

Our products are extensively tested in the lab and on actual vehicles. Lab testing includes thermal shock, thermal cycling, salt spray testing and more. New applications are also validated on vehicles at our Vehicle Testing Center in Texas.



Industry-Leading Coverage

Leading coverage across hundreds of Temperature Control and Vehicle Control categories and thousands of pre-packaged kits help you capture additional sales.



Sales Support

World-class category management, the industry's most awarded training programs, robust marketing initiatives and a salesforce that is second to none enable us to be an active partner in your business.



ADVANCED ICE TECHNOLOGY

Cylinder deactivation, dual injector systems, turbocharging, variable valve timing and more, vehicle manufacturers continue to introduce new technologies to make internal combustion engines more efficient. Standard® offers complete programs in Advanced ICE categories with the kits and related components technicians are looking for.



POWERTRAIN NEUTRAL COVERAGE

Many popular components and systems are unaffected by the evolutions in powertrains. Passengers will always need to be heated and cooled, electronic safety systems have to work and newer vehicles feature more sensors than ever before. SMP leads the industry in Powertrain Neutral categories and coverage.



HYBRID AND EV COVERAGE

With more than 8,000 components for the next generation of vehicles, SMP is your partner for the future. From battery charging to thermal management, Standard® and Four Seasons® are continually introducing new components to help you capture additional sales.

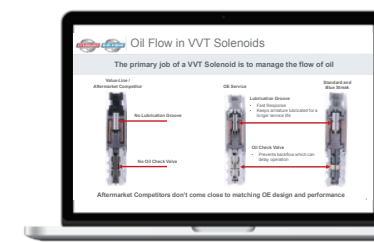


Hybrid vehicle registrations are growing rapidly and these vehicles feature more parts than traditional ICE vehicles. Our robust category management capabilities help make sure you have the right parts on the shelves for your market and can help reduce inventory duplication.



NEW TRAINING VIDEOS

"What's In Your Box" Training Series videos are released monthly to help Parts Professionals better understand our parts and how to sell them



LIVE VIRTUAL EMPLOYEE TRAINING

New for 2025, SMP will offer live sales and technical training for outside Salespeople and Parts Professionals



SMP PRO TRAINING POWER HOUR

Each month, our professional training team will host a live technical training session for service providers at no charge



Register at ProTrainingPowerHour.com



NATIONAL ADVERTISING CAMPAIGNS

New category-specific print and digital ads will be deployed each month to help create demand and increase brand awareness



CATEGORY MANAGEMENT

Our dedicated Category Management Professionals will work with your team to help reduce duplicate inventory while making sure you have the most popular items in stock



NEW PRINTED MATERIALS

Product flyers, brochures, and New Item Spotlights will be created and distributed each month to highlight our quality, engineering improvements and late-model coverage



THIS IS WHY WE ARE MORE THAN JUST A PART IN THE BOX

StandardWhatsInYourBox.com



StandardBrand.com | 4s.com