



***For Immediate Release***

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## **Standard Motor Products Adds 10,000th Subscriber to its Standard Brand YouTube Channel**

**New York, N.Y., January 14, 2019** - Standard Motor Products, Inc. (SMP) announces that its Standard® Brand YouTube channel has surpassed 10,000 subscribers.

Since launching in 2010, SMP's Standard® Brand YouTube channel has accrued more than 13 million minutes of watch time, 7 million video views, 20,000 shares, and significant year-over-year subscriber growth. In 2018 alone, the channel added nearly 5,000 subscribers—a 52% increase from the previous year. To learn more about the Standard® Brand YouTube channel, [visit StandardBrand.com](http://StandardBrand.com).

The channel's growth has been driven by the company's installation videos. With hundreds of videos available—including videos in Spanish and French—Standard's YouTube channel has become an invaluable resource for any professional technician who's looking for accessible, real-world training to stay on top of the latest automotive technology. Every installation video on the channel is developed by SMP's award-winning training department based in Irving, TX. The training team also develops the curriculum for Standard® Pro Training On-Demand, On-Site, and Hands On courses. You can learn more about Standard's comprehensive training program at [StandardBrandTraining.com](http://StandardBrandTraining.com).

In addition to training videos, the channel features an array of sales, product, and engineering videos that highlight Standard's product quality advantages over the competition.

Commenting on the milestone, Phil Hutchens, Vice President Engine Management Marketing, SMP, stated, "As a full-service supplier who strives to offer more than just a part in the box, we're proud to make automotive training accessible to both our loyal customers and YouTube subscribers."

### **About Standard Motor Products:**

In its 100th year in business, SMP 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® products are sold through both traditional and non-traditional distribution channels. For more information, download the SMP® Parts App 2.0 or visit [www.smpcorp.com](http://www.smpcorp.com).

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