

QUICK CUTS OF AUTOMOBILES from  
1920 to 1990's

QUICKLY EDITED MUSIC CLIPS FROM  
1920 TO 1990's

GRAPHIC TITLE:

**ANALYSIS:**

**Automotive Engineering Trends: 1920-1990**

ADD TO BUILD:

NARRATOR : Analysis: Automotive  
Engineering Trends - 75 Years:

**Aerodynamic drag coefficient: 1.26 - .21.**

Aerodynamic drag coefficient: 1.26 to .21.

**Top Cruising Speed: 18 MPH - 130 MPH**

Top Cruising Speed: 18 Miles per hour to 130  
miles per hour

**Average Engine Compartment**

**Temperature: 130 F. - 289 F.**

Average Engine Compartment Temperature:  
130 degrees to 289 degrees.

**Average Engine Compartment free space: 8  
c/i - 150 c/i.**

Average Engine Compartment free space: 8  
cubic feet to 150 cubic inches.

**Average number WD SKU's: 750 - 12,750.**

Average number Warehouse-Distributor SKU's:  
0 to 75,000 and growing.

GRAPHIC: **Trend Analysis: Hotter**

GRAPHIC: **Trend Analysis: Faster**

GRAPHIC: **Trend Analysis: Tighter**

Trend Analysis: Cars are running faster and  
hotter. More parts in smaller spaces.

FLAT ART: Automotive blueprint shown like  
maps in "It's Your Call" video.

FLAT ART: Wall Street Journal

STOCK SHOT: Quick cuts of WD's; wide  
shots then extreme close-ups

The trend is toward change. But these are  
tough economic times. Is **your** manufacturer  
committed? Committed to you?

FLAT ART: STANDARD LOGO

SUPER TITLE: **100% Automotive**

One is. One remains a **basic** manufacturer;  
exclusively automotive.

STOCK SHOT: Training of TM's, SUPER  
TITLE: Best Trained and Most T.M.'s

One has the highest trained territory manager  
network...the largest in the business...

STOCK SHOT: TM with WD, joint sales call

One remained faithful to its customers through  
good times and bad. One, set a higher standard.

GRAPHIC: SM logo

(TITLE FULL ON SCREEN WITH THEME  
MUSIC TRANSITION)

B&W Stock photos or VIDEO STOCK

DISSOLVE TO:

Fortune Magazine Cover

PAGE TURN EFFECT to SM manufacturing shot, NY. PAGE EFFECT for each location with STOCK VIDEO

LOGO with SUPER: **1.6 Million Square Feet  
3,400 Employees**

STOCK VIDEO: Manufacturing

Research and development

Distributorless Ignition system manufacturing

Toronto ECM plant

STOCK: WD welcoming SM TM

TM showing jobber technical stuff while WD stands by proudly

WD writing orders

STOCK: Exterior of LIC factory

STOCK: Manufacturing of engine control products

STOCK: A shot showing careful oversight of manufacturing, DISSOLVE TO:

STOCK: Installer working on car

Engineering Department shots (CAD?)

Standard Motor Products began in the automotive business, exclusively in the after-market, in 1919.

And became a member of the Fortune 500 list of America's largest companies, Standard is still 100% automotive, dedicated to basic manufacturing in-house. Standard factories may be found in New York, Connecticut, Virginia, Arkansas, Kansas, Texas, Hong Kong, Toronto and Puerto Rico, totaling over 1.6 million square feet of production floor space and employing over 3,400 employees.

Going against the trend, Standard manufactures most of the products it sells. Recent investments include facilities for research and engineering to match and surpass OEM specifications as well as manufacturing facilities for distributorless ignition systems, onboard computers and the sensors that feed ECM systems.

When you bring Standard Motor Products into your business, you gain a partner 100% dedicated to the automotive business, with a depth of engineering expertise and vast resources in manufacturing and procurement .

You gain power to make your business grow. Our goals are simple: to improve your gross profits and give you the competitive edge over the competition.

Here in our factories, you can see the manufacturing of engine control products. Ignition and Electrical. Emission controls. Wire & Cable.

Relentless attention to quality adds value to installer's labor, resulting in more effective repairs.

Here, our engineering department begins with the OE specifications and designs, often improving those designs for greater reliability.

STOCK VIDEO: Quality Control

And design doesn't end here, it includes critical evaluation of finished products to maintain the highest level of quality assurance in the business. This makes it possible for Standard to offer a 5-Year, 50,000 mile warranty on every electronic module we make.

GRAPHIC CAMERA: SM Warranty form

Distributorless ignition system photo

Standard keeps pace with the latest technological developments including computer controlled distributorless systems.

STOCK: Shelves in a WD  
STOCK: WD with his customer's

Continual improvements and maintenance of high quality engine controls is a paramount priority at Standard Motor Products.

Shots of products with brand name shown:

Standard. Hygrade. Blue Streak. Brand names that have proven to be the most recognized among jobbers and therefore, the most profitable to you.

But high quality products are only half the job. To assure the other half, complete sales support, technical skills are also a vital element.

AVEKTA SHOT: Don Herring doing paperwork at desk  
STOCK: Training of TM's

Here's Don Herring, Vice President of Sales, who takes charge of the hiring, training and excellent performance of over 400 Standard Territory Managers.

HERRING: At Standard Motor Products, the salesman is the key to our business.

TM's in the field

We don't try to load you with inventory. We help you **sell** more of our products and increase your profits.

HERRING (on camera)

Over the years, we've learned four good ways to do that job better for you and your customers.

GRAPHIC BUILD: **Your Priorities In Service**

**1. Frequency of Service**

First, Frequent Calls. WD's don't usually see manufacturer's salesmen frequently enough. Some salesmen make their initial call, change you over and then you never see them again.

Continue GRAPHIC BUILD:

## 2. Better Trained Sales Force

HERRING on camera

## 3. Authority to Act

## 4. Value Added Extras

HERRING on camera

SUPER TITLE:

### 1. Frequency of Service

Shot of JOBBER TOPICS magazine statistics  
Computer GRAPHIC

STOCK: Shots of installers working on high  
tech parts with customer looking on

HERRING on camera

STOCK: TM's at work

STOCK: TM calling on dealer

CLIP from "It's Your Call"

But Standard Territory Managers are there  
when you need them. As often as it takes.

Second, Complete Training. You want reps  
who know and understand your business  
completely.

Third, Authority to Act: You want reps who  
have the authority to make the kind of on-the-  
spot decisions that are essential in a fast,  
competitive market.

Finally, Added Extras: You've continually  
asked for training seminars, stock  
classification, and accurate product  
information. We give all of these and more.

Here's what Standard is doing to address your  
needs:

We've all heard complaints about the  
"vanishing sales call." Recent reports show the  
yearly average is now down to four or less  
when it used to be twelve or more.

Your success depends on frequent, quality,  
manufacturer representation. You simply  
can't accept inefficient salespeople who eat  
into your profits by giving less than topnotch  
service. You deserve more than just a sales  
call. We give you **complete territory  
management.**

NARRATOR: Fact: All Standard TMs are  
paid by what your **jobbers sell**, not by what  
**you buy**. So our TM's make more calls and do  
a more effective job of increasing your profits.

In addition to making more jobber calls than  
any other manufacturer's representative, the  
Standard TM calls on your **dealers** to increase  
your jobbers sales. We're spending more time  
than ever at the Dealer/Installer level. This is  
**complete** Territory Management!

RON MOORE : I come once a month and

HERRING on camera

SUPER TITLE:

**2. Better Trained Sales Force**

STOCK VIDEO: Training of TM's

TM leading a seminar or working in some way that shows he knows what he is doing

STOCK: TM's in training

CLIP from "It's Your Call"

HERRING on camera

SUPER TITLE:

**3. Authority to Act**

TM on location making a deal

work your dealers for you.

HERRING: The Territory Manager's level of training is critical. Our belief is that Standard salespeople should know engine controls technology inside out, and be able to prove it. Training is continuous at Standard. Our TM's are completely versed in electronics and engine management; key areas for your profits.

Standard TM's can go along on **your** sales calls, and even train your salesmen. Standard Territory Managers really know their products and your business so they can maximize your profits.

NARRATOR: Fact: Every Standard Territory Manager brings real world automotive experience to your business.

DENNIS WEBB: I was talking to O'Neils and he has a TBA account that needs a guy that really knows how to service an account.

INSTALLER A: (Installer from "It's Your Call"): Dennis came in and reworked the inventory, changed the boxes, got rid of obsolete parts... (TRANSCRIPTION NOT EXACT HERE)...so I sent him over to my brother.

INSTALLER B: (BROTHER): Dennis is great. Knows his parts and my business...

INSTALLER A: It takes an expert...

O'NEILS MAN: It increased our business having Dennis out there.

HERRING: The third thing you've been asking for is sales reps with the authority to set up promotions and make deals on their own to help you get new business.

NARRATOR: Deals? Promotions? Application of co-op money? That's a

Examples of literature or fliers on a promotional campaign done by a TM with a WD

BRAD TERRY'S WD from "It's Your Call"

Standard Territory Manager's job! Standard TMs have the authority to act. They'll join you on the front line of selling, get their hands dirty and help run the kinds of promotions that get new business.

WD: Brad came to me and said he was losing this WD and all its installer business, so Brad and I went to Tuxedo, this jobber...

JOBBER: He came to me. He's selling the line for me, doing his clinics, managing his stock.

INSTALLER: We're very satisfied with the change we made.

HERRING ON CAMERA:  
SUPER TITLE:

#### **4. Value Added Extras**

STOCK: Seminar

STOCK: Stock classification

ROSTRUM CAMERA: Technical bulletins

DAN WHISENHUTT's WD's DEALER from "It's Your Call."

STOCK: Administrative offices of SM with key figures shown, rolled up sleeves, etc.

LARRY SILLS on camera

WD: It got me new business and it got the jobber new business from installers.

HERRING: And when it comes to Value Added Extras, Standard gives you unparalleled support.

Seminars for your dealers...

...stock classification...

...and the best technical communication network in the business.

DEALER: I said, "Danny, we need seminars."

DAN: I set up some seminars (approx. quote)

DEALER: You've earned the changeover.

NARRATOR: Standard Motor Products is a large, public company, but it's family controlled by people who have dedicated three generations to the automotive industry. Here's the President of Standard Motor Products, Larry Sills.

LARRY SILLS: When you deal with Standard, you'll be dealing with me. Like you, I live and breathe automotive. The auto aftermarket is our only business. It's not a stepping stone ...and neither are you.

Like you, my people and our company are committed to this business for life. And we want to keep you for life.

Recently, in a series of articles published by Jobber Topics Magazine, Standard Motors was ranked by WD's like you as "Best of the Best." I want to keep us at that level of satisfying people like you.

If you think any other company is doing a better job - let me know. If not, I want the privilege of serving you. I am committed to making Standard the best possible choice of supplier for every product we sell.

THEME MUSIC UP AND OUT

□

Shots of Jobber Topics with quote superimposed: "**Standard Motor Products: Best of the Best.**"

FADE OUT

□