

Standard Motor Parts Selects Audra Fordin, of *Women Auto Know*, for its TechSmart Campaign

Standard Motor Parts (SMP) has selected to feature **Audra Fordin**, fourth generation owner and operator of *Great Bear Auto Repair and Auto Body Shop* in Flushing, Queens, NY in their testimonial campaign for their TechSmart division. SMP approached Fordin based on her overwhelming



Audra Fordin

exposure in the media and her profile as a top-notch honest shop that has been buying SMP products almost since their inception. Great Bear Auto Repair and Auto Body Shop started a national franchise program in 1933, not as a franchisee but as a franchiser.

Jay Eckstein, the director of marketing services for SMP, who is launching the TechSmart product line was quite impressed with Fordin not only as an owner/operator of an auto repair and body shop but as a citizen, who with her own funds, started a national not for profit, *Women Auto Know*, whose mission is to empower and educate women of all ages to be safe, confident and

knowledgeable drivers, passengers and consumers.

Fordin's not for profit has enlisted persons with disabilities and veterans to manufacture a full line of fashion and dog leads from used tires that would otherwise be in our landfills. "We were initially interested in Audra because of her many accomplishments, but we chose to feature her in the new TechSmart communications campaign because we recognized that her values align very closely with those of the TechSmart brand - commitment, quality, innovation and integrity," said Eckstein.

SMP immediately supported Fordin's not for profit with a donation and consideration of an ongoing relationship. SMP not only creates top of the line auto parts, but does so with an environmentally conscientious mindset, finding ways to use green manufacturing processes. The TechSmart line is filled with products built to the SMP standard that allow technicians to easily diagnose car trouble and fix it.

"As an owner of an auto repair shop I always turn to SMP products and I am thrilled to be the face of TechSmart products," said Fordin.

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