

OEM

ORIGINAL ENGINE MANAGEMENT

ON THE MOVE

Happy Birthday SMP!

As you may know, **OEM** joined the SMP (Standard Motor Products) family in 2011. I have outlined our journey as a company up till our acquisition in the next column. The story here is that on April 19th, our parent company will celebrate its 100th birthday. In our industry this is quite the momentous accomplishment. In 1919, only six years after the Model T started coming off the first assembly line, Elias Fife and Ralph Van Allen established Standard Motor Products in New York City specializing in ignition and electrical products. Over the next 100 years the company would grow and expand to have an international presence not only in the sale of its products, but in manufacturing and engineering as well. Despite all the revolutionary changes in automobiles and the industry surrounding them, Standard Motor Products has remained true to their roots. Although now a publicly traded company, the leadership of the company now boasts the fourth generation of the Fife family at the helm. The company is also true to its roots in New York. While there were a few locations leading up to 1936, since then the home offices have remained on Northern Blvd. in Long Island City New York. To see much more detail of the evolution of SMP from its beginning to today, please visit us at: www.smpcorp.com/en/about/history.

Do you know me?



We're taking this month to take note of a milestone birthday, and a couple of important anniversaries!

A look back at how OEM got here

As mentioned in the column to the left, Forecast Trading Corporation and the Original Engine Management (OEM) brand became part of SMP in October of 2011. Forecast (short for "foreign car starting systems") came into being in 1974 to import parts for import nameplate vehicles. It is actually an evolution of a company that started operations in 1960. Forecast imported and sold ignition parts to such companies as Beck/Arnley, VERA, Lazorlite and Lucas as well as performance giants like MSD Ignition and large industrial equipment suppliers. In 1995 Forecast introduced their own product brand "Original Engine Management" or "OEM" for short. The product offering grew from import only coverage to domestic applications and also included filtration products. After the acquisition by Standard Motor Products, the OEM brand continued to evolve by moving out of the filtration market to focus solely on ignition and engine management products. The Forecast division of Standard Motor Products continues to operate its Ft. Lauderdale warehouse where it not only distributes the OEM brand, but also supports private label branding for SMP Corp as well as bulk product to industrial and performance accounts worldwide. In looking back, anniversary to us too as Forecast will be 45 years old this year and the OEM brand be will reaching the milestone of 25 years in the marketplace! We look forward to serving your company for many more years. Your confidence and support of our lines have made us what we are today!

THE LAST WORD:

Bookmark these important sights for the latest product and application information:

www.oemautoparts.com

www.showmethethparts.com/oem

Tell me what you would like to see in future newsletters

Craig Butt - cbutt@forecastparts.com

Do you know me?

We may not always get it right, but I think we've done a pretty good job to enjoy the longevity outlined above. THANK YOU! It could only happen with your support!!

On the Move! April 2019

Please call us directly at **1-800-253-7864** for more information or if you need assistance • www.oemautoparts.com