



Press Release

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OVER 50 NEW PRODUCTS, INCLUDING 7 FIRST-TO-MARKET HEATERS

Boucherville, QC – March 10th, 2020 – As part of its first-quarter product release in 2020, Spectra Premium launches **51 new products**, featuring many late-model high-quality aftermarket products for heating & cooling systems, fuel delivery systems and engine management.

- **Heater Cores**

Among the **11 new Heater Cores**, **7 models are first-to-market** offerings. Spectra Premium does its best to always provide maximum heater replacement coverage, with these new products covering over 6 million vehicles on the road in North America. Built to OE fit, form and function, each fully brazed aluminum heater is tested for exact fit and for leaks to ensure the time-consuming replacement is done right the first time.

- **Fuel Modules**

In the fuel delivery category, we introduce **2 first-to-market Fuel Modules**: the [SP9186M](#) and the [SP4190M](#) for late-model Scion tC and 03-02 Nissan Maxima. Like all Spectra Premium modules, these new parts feature improvements like durable carbon commutators, precise palladium-silver alloy for its fuel level sensor and resistant POM plastic for its plastic components.

- **Radiators**

For cooling systems, **6 late-model Radiators** increase Spectra Premium's leading selection. The company subjects its radiators to intense thermal, performance, pressure, extreme weather and leak testing. These tests ensure that the radiators are ready to face any real-life conditions.

- **Engine Management Products**

In time for the upcoming repairs following tax-time returns, **8 Oxygen Sensors**, **3 Ignition Coils** and **3 Manifold Absolute Pressure Sensors (MAP)** provide replacement solutions for more than 15 million vehicles on the road.

The [C-866 Ignition Coil](#) alone covers close to 5.5 million late-model Cadillac CTS and Escalade, Chevrolet Camaro and Chevrolet Corvette applications.

Quality materials and testing ensure that each Spectra Premium MAP sensor will provide OE-level reliability.

“We are proud to introduce exciting new products in all our key product categories, including first-to-market parts for popular applications,” said Eric Renaud, Corporate Director of Category Management, Aftermarket. “These new products arrive right before spring repairs of engine management parts, fuel modules and radiators.”

For the complete list of the new product release, visit the home page of the Spectra Premium electronic catalog: <https://ecat.spectrapremium.com/>.

– 30 –

Spectra Premium Industries (www.spectrapremium.com) is a privately-owned global company that develops and manufactures OEM and aftermarket parts for passenger and off-highway vehicles as well as light-duty and heavy-duty trucks. Automakers, industrial manufacturers, auto technicians and car owners choose the reliability and quality of Spectra Premium products for their heating & cooling, fuel delivery and engine management systems.

Headquartered in Boucherville, Canada, the company's 1,300 dedicated employees have been the cornerstone of its innovation and exceptional customer service since 1989. It owns and operates five manufacturing plants in North America and Europe as well as its own tooling workshop. Comprised of 16 warehouses, its distribution network service American, Canadian and Mexican aftermarket customers.

Trust your vehicle to Spectra Premium.