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INDUSTRY NEWS

AUTOLOGIC DIAGNOSTICS APPOINTMENTS



KEVIN FITZPATRICK



JOE FIORENTINO

Autologic Diagnostics, a worldwide provider of an advanced after-market automotive diagnostic system, recently announced the appointment of **Joseph P. Fiorentino** to the post of general manager – North America. In this role, Fiorentino will oversee the company's business, operations and sales throughout North America.

Concurrent with Fiorentino's appointment, **Kevin FitzPatrick** was named president for the company's North American operations.

Fiorentino brings more than 25 years of sales and sales management experience to his new position. He possesses a consistent track record of working with entities to rapidly scale revenue, provide strong profit and loss management and dramatically improve shareholder value while emphasizing teamwork and cross-functional collaboration across various layers of organizations.

Most recently, Fiorentino served as

vice president, general manager in the SaaS division of Lionbridge, Inc., the world's largest language services provider offering industry-leading professional translation and localization services. In this capacity, Fiorentino was responsible for launching the new SaaS business and reaching profitability through the new division.

Prior, as president and general manager at Softrax, Inc., an enterprise software company, Fiorentino repositioned the company into an enterprise solutions provider. Earlier, as president and chief executive officer at Ecora Software, Inc., an automated compliance information technology governance solutions provider, he helped reposition the business, which was acquired by enterprise software provider Versata. Fiorentino was also president and chief executive officer at Idiom technologies, Inc., an enterprise software company engaged in translation automation. Under his management, Idiom doubled revenue, secured agreements with a range of Fortune 500 companies, vastly expanding its global footprint.

FitzPatrick, who served as Autologic's chief executive officer for five years, is a seasoned, well-known and respected industry leader and visionary. Over the years, his decades of market-related experience have proven extremely beneficial, especially as it relates to the company's innovative solutions and product and services roadmap. His affiliation with Autologic began when he first served as a partner in eLearning, Inc., d/b/a Autologic.us, which began distributing Autologic's diagnostic tools in 2006. During this time, he developed and staffed the first Autologic tech support center in the U.S., which provided dealer-trained tech support for BMW/MINI, Mercedes, Land Rover, Jaguar, Volvo, Porsche and Volkswagen/Audi. FitzPatrick managed all U.S. sales, tech support and marketing, overseeing a staff of 35 employees and 21 independent sales people. In addition, he was credited with developing

an extensive training program for Autologic Diagnostic customers in conjunction with WORLDPAK, one of the largest wholesale distributors of original equipment automotive replacement parts. In 2010, Autologic.us was purchased by Autologic UK, at which time FitzPatrick was named CEO.

"We welcome Joe to the team and are pleased to attract a well-rounded sales and marketing management executive of his caliber to our organization. The decades of expertise Joe brings to Autologic will certainly help take the company to the next level. Joe will work to quickly expand sales and marketing in an effort to show users throughout North America the advantages of our unrivaled aftermarket solutions," said **Jeremy Fry**, Autologic chief executive officer.

Fiorentino commented on his new position: "This is a very exciting opportunity for me. My expertise lies in helping businesses become scaleable for future growth. The distinctive platform that Autologic has built – which spans 4,000 users across North America – affords us an excellent opportunity to further expand and grow. My expertise lies in translating strategy into actionable tactical plans, by integrating sales, channels, service delivery and marketing. My career experience is completely aligned with the business and sales needs here at Autologic. I am confident that we will continue to demonstrate the competitive advantages of our exclusive offering as we further solidify and distinguish Autologic's market position."

"In my latest position, I will dedicate my time to directly applying my 25 years of experience in the space to the company's product and services roadmap," FitzPatrick said. "The advent of technology, the availability of software and our diagnostics device, coupled with our dealer-trained master technicians, is what we believe will set Autologic apart in the marketplace going forward."



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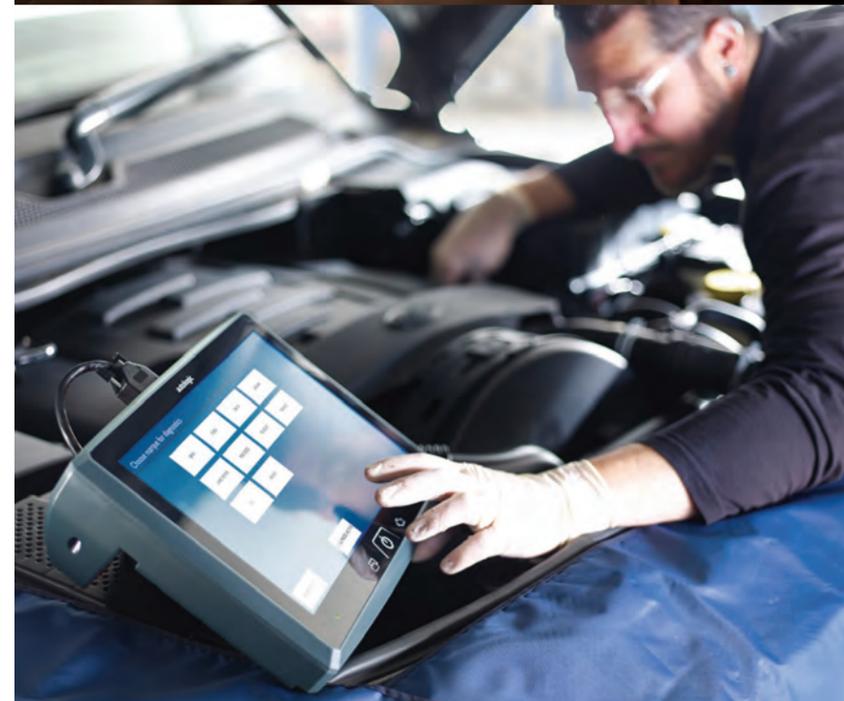
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TECHSMART BY SMP



TechSmart is an exciting new brand of enhanced engine control products developed for the professional service technician. TechSmart was designed to help the technician with new technology, new product categories, and problem-solving improvements to the original with a proven quality they can trust.

Taking advantage of SMP's rich experience, TechSmart encompasses SMP innovation, engineering expertise, superior product quality, meticulous testing, unmatched customer service, competitive pricing, and brand integrity. The qualities that have made SMP the engine management industry leader for more than 95 years are at the heart of every TechSmart part.

What makes TechSmart different is that every part they put into a TechSmart box is a direct result of a conversation with a professional technician. As a result, TechSmart is able to quickly bring products to market that improve upon problematic OE parts. Some examples of how TechSmart addresses problematic applications can be seen in cases where billet aluminum replaces plastic, copper conductors and terminals replace brass, or gold-plated contacts are used for greater energy transfer. TechSmart offers repair kits giving technicians the option to replace the

known bad component instead of replacing the complete assembly. These repair kits will provide the replacement part and related components that are prone to breaking during the removal and installation of the original part.

The TechSmart line currently covers more than 120 key categories with coverage for European, Asian, and domestic vehicles, including electronic throttle bodies, headlight adjustment motors, variable valve timing components, HID xenon headlight ballasts, and DISA valve and numerous other repair kits. TechSmart products will continue to complement the basic SMP core business offering and are backed by a 3-year/ 36,000-mile warranty. To learn more about TechSmart products, visit www.techsmartparts.com.

"MAKE IT QWIK SWEEPSTAKES" WINNERS



Standard Motor Products (SMP) recently announced that it has selected the five Grand Prize winners for its "Make It QWIK Sweepstakes." The lucky winners will each receive a trip for two to the Bob Bondurant School of High Performance Driving. In addition, SMP awarded a GoPro HERO4 Camera to five First Prize winners. The first 2,500 sweepstakes entrants were awarded a commemorative "Make It QWIK" TPMS cap.

The "Make It QWIK Sweepstakes" was created to promote SMP's new QWIK-SENSOR line of programmable, multi-coverage TPMS sensors. The sweepstakes ran from April 1 through June 30, 2015, and was open to both technicians and motorists. Winners were randomly selected from more than 16,000 eligible entrants.

"SMP always looks forward to unveiling new product innovations," **Phil Hutchens**, Vice President Engine Management Marketing, SMP, said. "Giving our customers the opportuni-



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