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Four Seasons Announces “Don’t Roll the Dice on Quality” Counterperson Promotion

Win a Trip to the 2017 Automotive Aftermarket Industry Week

LEWISVILLE, Texas, April 27, 2017 – Counter personnel can enter to win a round trip for two people to Las Vegas, Nevada to attend the 2017 Automotive Aftermarket Industry Week when they sell five Four Seasons® complete A/C kits in the “Don’t Roll the Dice on Quality” promotion, running now through Sept. 30, 2017.

“We know technicians have a choice when it comes to choosing a HVAC supplier,” said Melanie Gann, marketing communications specialist, Four Seasons. “However, rolling the dice on quality and taking a chance with a low-cost alternative can be risky business. When customers call, make Four Seasons the choice for quality parts and you could be rolling the dice with us in Las Vegas.”

To enter, simply sell five A/C kits, complete the contest scorecard and submit. Each qualifying scorecard will receive a deck of Four Seasons playing cards and a chance to win the monthly prize of a 100-piece poker set. The grand prize winner will receive the trip to Las Vegas for the Automotive Aftermarket Industry Week, Oct. 31 - Nov. 2, 2017.

Technicians who include a testimonial of why their first choice is Four Seasons will not only receive a deck of playing cards, but will also get a customized Four Seasons hat and an additional entry towards the grand prize.

For more information on the Four Seasons “Don’t Roll the Dice on Quality” promotion, contact a local key account sales manager or visit www.4s.com.

About Four Seasons:

Four Seasons is a flagship brand of Standard Motor Products, Temperature Control Division (SMPT). As the largest remanufacturer in North America of mobile air conditioning compressors, SMPT manufactures and distributes a comprehensive line of replacement climate control products for passenger cars, SUV’s, trucks and fleets. Standard Motor Products also offers ignition, emission controls, wire and cable, electrical and fuel delivery components to the aftermarket industry. Visit www.4s.com for more information.

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