Schrader® Announces NEW Single SKU EZ-sensor®

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New tri-band technology accelerates TPMS service and repair for aftermarket service providers

AUBIN HILLS, MI (July 17, 2015) –Schrader International, the leading global manufacturer of sensing and valve solutions, which is now part of Sensata Technologies, continues to redefine the tire pressure monitoring system (TPMS) landscape by announcing a game-changing enhancement to its award-winning EZ-sensor. For the first time, aftermarket distributors and service professionals have access to a single SKU, fully programmable, OE-replacement TPMS sensor that covers a vast majority of TPMS-fitted vehicles in North America.

Schrader's new single SKU EZ-sensor reduces inventory investment and maximizes bay efficiency for our channel partners. With programming speed of about 10 seconds, EZ sensor boosts the speed and accuracy of servicing TPMS-equipped vehicles. This single SKU covers more than 100 million TPMS-equipped vehicles on the road and is designed to be infinitely scalable with additional coverage – without adding new SKUs.

The new EZ-sensor combines Schrader's 314.9, 315 and 433 MHz EZ-sensors (Part #33000, #33200) into a single part number (#33500). Meanwhile, other competitive "pre-programmed" sensors require as many as four to six SKUs, with additional SKUs needed to support new coverage. This results in increased inventory and lengthened search time for specific parts.

Schrader is the leader of global OE TPMS sensing technology with over 50% global share including Domestic, Japan, Europe, and Korea nameplates. Our channel partners can rest assured knowing that Schrader's EZ sensor is qualified and tested to exacting OE specifications; mechanically, electronically, and systematically. The ability to leverage our OE know-how enables Schrader to develop industry-leading solutions that will safely support TPMS in the Aftermarket for years to come. EZ-sensor is future-proofed in support of evolving OE technologies, such as Wireless Auto-Location, and new consumer-oriented features such as Pressure-By-Position displays.

"Schrader remains the clear leader at the forefront of the global TPMS evolution," said Frank Frederick, leader of the North American Aftermarket Business for TPMS. "Groundbreaking capabilities like our new single SKU EZ-sensor are imperative to the continued rapid growth of TPMS. We're excited to support our channel partners as they continue to accelerate their TPMS business with a solution that our competition can't easily match."

In 2010, Schrader launched the EZ-sensor, the automotive industry's first patented and programmable TPMS replacement sensor. Since then, EZ-sensor has won multiple Frost & Sullivan® awards for quality, reliability, price and value leadership, and has become a leading choice for service and repair professionals throughout the aftermarket industry.

With the global adoption of TPMS firmly under way, including legislation in place in Europe and Asian-Pacific countries following close behind, the need for continued innovation and education is at an all-time high. Based on a recent Schrader consumer driver survey, while 96% believed that proper tire pressure and an automatic warning was critical to their driving safety, only 58 percent of drivers could accurately identify the TPMS dashboard warning symbol when shown. Schrader remains a key fixture of this technology and education movement, with more than 50 percent of global OEM vehicle platforms utilizing Schrader's direct TPMS technology, along with thousands of repair facilities in the aftermarket.

For more information on Schrader, please visit www.SchraderInternational.com. Additionally, to learn more about the importance of TPMS, visit Schrader's 3-in-1 Website: TPMSMadeSimple.com (for drivers), TPMSMadeEasy.com (for the aftermarket) and TPMSMadeRight.com (for original equipment vehicle manufacturers).

About Schrader

Schrader, now part of Sensata Technologies, is the leading global manufacturer of tire pressure monitoring systems (TPMS) for automotive, heavy vehicles and off-road leaders, delivering solutions that protect and perform. Schrader is a pioneer in TPMS, a vehicle safety feature that is now standard on all cars and light trucks sold in the U.S. and growing in use globally. Schrader's direct TPMS technology can be found in over 50 percent of global OEM vehicle platforms with more than 325 million Schrader sensors currently produced and installed.

About Sensata Technologies

Sensata Technologies is one of the world's leading suppliers of sensing, electrical protection, control and power management solutions with operations and business centers in 16 countries. Sensata's products improve safety, efficiency and comfort for

millions of people every day in automotive, appliance, aircraft, industrial, military, heavy vehicle, heating, air-conditioning, data, telecommunications, recreational vehicle and marine applications. For more information, please visit Sensata's web site at www.sensata.com.

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