



For Immediate Release
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SMP Introduces New BWD Website

NEW YORK, N.Y., October 21, 2015 – Standard Motor Products, Inc. (NYSE: SMP) introduces a new BWD® brand website. The redesigned site, www.BWDbrand.com, was built with responsive architecture and a parallax-scrolling design.

The all-new interface gives visitors an engaging user experience on desktops, smartphones, and tablets while delivering meaningful brand content. In addition to the new website launch, BWD's award-winning eCatalog was also redesigned from the ground-up.

Commenting on the new launch, Phil Hutchens, Vice President Engine Management Marketing, SMP, said, "With our new BWD website, we've built a website that informs and educates our customers with meaningful, rich content and added features and benefits such as our improved eCatalog."

Features of the redesigned website include:

- Convenient **eCat Widget** search portal on homepage
- **Multilingual** availability for English-, Spanish-, and French-speaking users
- Redesigned **eCatalog** with easy-to-use interface, fast search returns and expanded rich content
- **TPMS Microsite** with updated TPMS material including product story, OE-matching and QWIK-SENSOR™ programs, and a TPMS-specific eCatalog
- Robust **Technician Training section** with PTS On-Demand calendar, seminar syllabus, video training and more
- Comprehensive **Digital Resource Library** housing more than 100 product information documents

BWD brand offers the finest premium engine management related products, including computerized engine controls, ignition and electrical, emission parts, sensors, switches, ignition wire, fuel injection, and fuel system components for domestic vehicles. For additional information, visit www.BWDBrand.com.

About SMP:

SMP supplies independent professional auto technicians and automotive do-it-yourselfers with high quality replacement parts for engine management ignition, emission and fuel systems as well as temperature control products for domestic and import cars and light trucks. SMP products are sold through both traditional and non-traditional distribution channels. For more information, download the SMP® Parts mobile App or visit www.smpcorp.com.

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