



NEWS RELEASE
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Standard Motor Products, Inc. Launches the New Standard[®] eCatalog

NEW YORK, N.Y., November 18, 2014 –Standard Motor Products, Inc. (NYSE: SMP) launched the company’s new, improved Standard[®] eCatalog, which was redesigned featuring an all-new interface and is rich with new search and filter tools. An integral component of their new Standard brand website, this new eCatalog utilizes responsive architecture and is mobile-optimized so it performs equally as well on the desktop, tablet and mobile phone.

Standard’s award-winning eCatalog was 100% rebuilt from the ground up. It delivers all content in one easy-to-access catalog screen and features an eCat Widget that provides a convenient eCatalog search portal right on the home page.

New features of the Standard eCatalog include:

- Multiple search options in one easy-to-use interface
- Extra-fast returns on all searches
- All results and expanded rich content delivered in one easy-to-read screen
 - Multiple-view images
 - Installation Instructions
 - Installation and Product Videos
 - Product Features and Benefits
 - Live-link Related Parts
 - Part Specifications
 - Buyers Guide
- Keyword and part number search with autofill feature
- Sort keyword search results by Best Match, Brand, alphabetically, POP code and more.
- Filter search results by attribute type, value, part type and more
- View your searches and results on the ‘History’ tab
- Add items to your ‘Saved List’ to print out an order for your parts store
- ‘Check Your Fit’ utility ensures a correct application fit
- And much more

“Our new eCatalog is designed to make our customers’ jobs easier,” said Phil Hutchens, Vice President Engine Management Marketing, SMP. “We believe we are providing our customers with the most advanced online catalog tool in the industry. Whether working on a desktop or their mobile device, customers can quickly find the information they are looking for.”

Standard 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. Intermotor[®] from SMP offers a full line of genuine import engine management and wire products that are unrivaled for their superior quality, original match and comprehensive coverage. For additional information, visit www.StandardBrand.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. The company recently introduced Version 1.0 of the SMP[®] Parts App for Android and Apple smartphones. SMP products are sold through both traditional and non-traditional distribution channels. For more information, visit www.smpcorp.com.

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