



**NEWS RELEASE**  
*For Immediate Release*

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## **Standard Motor Products, Inc. Introduces New Standard® Brand Website**

**NEW YORK, N.Y., November 10, 2014** –Standard Motor Products, Inc. (NYSE: SMP) introduced the company's new Standard® brand website. The redesigned site, located at [standardbrand.com](http://standardbrand.com) was built with responsive architecture and a parallax-scrolling design.

The all-new interface will provide an engaging user experience as it delivers new and meaningful brand content on any device, whether desktop, smartphone, or tablet. In addition to the new website launch, Standard's award-winning eCatalog was also redesigned from the ground-up.

"Our new Standard website is focused on providing our customers with added features and benefits, like our improved eCatalog and TPMS Microsite," said Phil Hutchens, Vice President Engine Management Marketing, SMP. Regarding the new site, Hutchens went on to say, "We built a website that informs and educates our customers with meaningful, rich content."

The redesigned website features:

- **eCat Widget** – Convenient eCatalog search portal right on the homepage
- **Multilingual Versions** – The website is available in English, Spanish, and French.
- **New eCatalog** – Redesigned eCatalog with easy-to-use interface, fast search returns and expanded rich content.
- **TPMS Microsite** – The TPMS Microsite features updated TPMS material including Product Story, OE-Matching program, New QWIK-SENSOR™ information, TPMS Tools, and a 'TPMS-specific' eCatalog.
- **Technician Training** – Provides information on Standard's technician training with elements like PTS On-Demand Calendar, Seminar Syllabus, Video Training, and Motorist Essentials.
- **Digital Resource Library** – PDF-based resource library of more than 100 product information documents.

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](http://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](http://www.smpcorp.com).

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