



For Immediate Release

For more information, contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

Introducing the TechSmart® Sell and Score Promotion

New York, NY, May 5, 2014 - Standard Motor Products, Inc. (SMP®) announces the TechSmart® Sell and Score promotion available to all counterpersons who sell premium TechSmart® products. Starting May 1 and running through July 15, 2014, any counterperson selling at least 10 units of TechSmart® parts will receive a \$25 rebate Visa® card.

This exciting TechSmart® incentive program is designed to raise TechSmart® awareness and to encourage counterpersons to continue to 'Reach for TechSmart®'. This program will be supported by an extensive digital advertising campaign.

Counterpersons have two ways to participate. They can record each TechSmart® part sale on the official 'Sell and Score' scorecard or they can keep track of their progress with an eScorecard, registering at the official Sell and Score website, www.TechSmartParts.com/SellandScore. Scorecards and valid registration codes are available from SMP/TechSmart® sales representatives. Terms and conditions can be found at www.TechSmartParts.com/SellandScore.

"TechSmart is recognized in the marketplace for its innovation and engineering expertise, superior product quality and competitive pricing," said Phil Hutchens, Vice President Engine Management Marketing, SMP. "It's our goal to continue to support our customers with the tools they need to be successful, and the Sell and Score promotion is just one way we do that."

With over 100+ categories and more than 300 exclusive products, TechSmart® continues to deliver what the technician needs for today's complex vehicle systems. For additional information about TechSmart®, contact an SMP® sales representative or visit www.TechSmartParts.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, visit www.smpcorp.com.

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