



**NEWS RELEASE**

For Immediate Release

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## **Standard Motor Products, Inc. Updates Brand Websites**

**LONG ISLAND CITY, N.Y., June 21, 2012** – Standard Motor Products, Inc. (SMP®) announced today significant updates to its SMP brand websites to better serve its customers' needs in the growing automotive aftermarket. Highlights include an eCat Lite catalog application and an eCatalog User Feedback interface for the [Four Seasons](#), [Standard](#), [TechSmart](#), [BWD](#), [Hayden Automotive](#), [ACI Automotive](#) and [Intermotor](#) websites.

In addition, SMP has refreshed the application database for its engine management eCatalogs. This major update includes over 20,000 new data records, including coverage for more than 500 new part numbers, expanded/carry up coverage for existing part numbers and additional updates in response to O.E. driven application changes.

"In response to requests from our customers, we have made significant changes to our brand websites that allow us to continue to meet the increasing industry demands as well as remain *the* place to go to for valuable information about engine management and temperature control products," said Phil Hutchens, senior director of marketing for SMP. "We invite everyone to take a few minutes to explore all of these exciting advancements."

### **eCatalog Feedback Utility:**

The new integrated eCatalog Feedback Utility allows users to provide a comment directly from within the catalog, initiating correspondence to the appropriate catalog data department. If contact information is provided, SMP will provide a resolution follow-up via email.

### **eCatalog Lite:**

The eCatalog Lite is a streamlined catalog utility optimized for speed that will prove especially useful for customers without access to high speed internet. Available on the SMP brand websites, multiple part images and part number lookup are also features of the new eCat Lite program.

### **Updated Brand Sites:**

SMP is also in the process of updating the look, feel and user experience of its brand websites. Beginning with [standardbrand.com](#), visitors will notice a fresh face on the home page plus new and updated content throughout the site. Clicking the interactive images or rotating carousel connects users to rich content about key categories and additional areas of interest. SMP has also created a 'Latest Training Video' page that presents the most recent training videos posted to the Standard YouTube channel.

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

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