



For Immediate Release

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Standard Motor Products Launches New Corporate, Investor Relations, and Standard Brand Websites

New York, N.Y., January 23, 2019 - Standard Motor Products, Inc. (SMP) announces the launch of a new suite of websites. Kicking off the company's 100th year in business, the first phase includes a new SMP Corporate website, smpcorp.com; an Investor Relations micro-site, ir.smpcorp.com; and a completely new Standard® Brand website, standardbrand.com.

Developed in tandem with Multimedia Solutions, the revamped design features a dynamic homepage with a scrolling news filter and multi-tiered dropdown menu that gives users loads of information and content—all in one place.

SMP's new and improved brand website design includes a significantly more robust and integrated eCatalog experience. It's now easier than ever for automotive professionals to find the parts and information they need for sales and repairs. Additionally, the website's digital resources, technical training library and fully responsive design allows users to access the new sites and enhanced eCatalog across all devices.

Commenting on the launch, Phil Hutchens, Vice President Engine Management Marketing, SMP, stated, "As more automotive professionals rely on suppliers' websites to research parts and repair information, we're excited to introduce a new suite of websites that prioritizes content, information, and user experience across all devices."

About Multimedia Solutions Corp.

Founded in 1992, Multimedia Solutions Corp. is a leading provider of customer-facing web and mobile solutions. Multimedia Solutions specializes in Website Design and Development, Digital Marketing and Social Media Strategies, and Mobile/iPad Application Development. For more information, visit multimediasolutions.com.

About SMP:

In its 100th year in business, 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 App 2.0 or visit www.smpcorp.com.

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