



For Immediate Release



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Standard Motor Products Launches New Interactive Buyer's Guide for Standard

NEW YORK, N.Y., July 27, 2017 - Standard Motor Products, Inc. (SMP) announces the launch of its new Standard® Interactive Buyer's Guide, a powerful new tool to search for Standard® parts. To try out the new Standard® Interactive Buyer's Guide, visit www.smpbuyersguide.com/standard.

Consisting of eight interactive, illustrated parts guides, the company's new tool allows users to search across all Standard® parts guides at the same time. Search results are highlighted for easy identification, and the part numbers in each index and parts guide link to SMP's award-winning eCatalog.

Among its many additional features, the program is downloadable so it can be used even if an internet connection is unavailable. Plus, the interface is fully responsive, so users can access it on their desktops, tablets, and smartphones.

Commenting on the launch, Phil Hutchens, Vice President Engine Management Marketing, SMP, stated, "When you add up all of the features, it's clear that our new Standard Interactive Buyers Guide is a superior alternative to paper guides. With it, our customers now have access to the most powerful eCatalog offering in the industry."

Standard® offers premium engine management related products, including computerized engine controls, TPMS sensors, and fuel injection components for domestic vehicles. Intermotor® offers a full line of genuine import products that are unrivaled for their superior quality, original match and comprehensive coverage.

For additional information, contact an SMP sales representative or visit www.StandardBrand.com and www.IntermotorImport.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, download the SMP® Parts App 2.0 or visit www.smpcorp.com.

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