



For Immediate Release

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SMP[®] Launches New Corporate Website

NEW YORK, N.Y., June 12, 2014 – Standard Motor Products, Inc. (SMP[®]) is pleased to announce the launch of its new corporate website, www.smpcorp.com. The rollout of this new site is the first in what will be a series of redesigned websites for the company.

Created with the user experience firmly in mind, this website has been developed utilizing responsive technology and parallax scrolling design to ensure compatibility with the latest browsers and mobile devices. In other words, it looks and performs seamlessly on a desktop, tablet and smart phone.

“The new graphics are bright and bold with big images and exciting content,” said Phil Hutchens, Vice President Marketing, SMP. “We feel it’s important to present a website that creates an immediate impression, offers meaningful content and delivers an exciting user experience. It’s our intention to inform, educate and continue to drive user interest while providing an ongoing service to our customers and all of our stakeholders.”

SMP has integrated many new features into the site including an extensive timeline spanning 95 years of SMP history, a corporate news section, interactive location map, facilities tours, a full investor relations portal, career opportunities and much more. As a multi-lingual site, www.smpcorp.com is available in English, Spanish and French. Behind the scenes, the site is driven by a robust content management system that will allow the company to easily and swiftly update content, so the site will always deliver the latest corporate information.

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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