



For Immediate Release

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

Standard Motor Products, Inc. Launches Mystery Shopper Promotion for TechSmart[®] *Running Now Through End of August*

New York, N.Y., July 8, 2013 – Standard Motor Products, Inc. (NYSE: SMP) has kicked-off the TechSmart[®] Mystery Shopper promotion, running now through the end of August.

TechSmart Mystery Shoppers will visit TechSmart distributors across the country and anonymously ask counterpeople to recommend a part based on one of several scenarios. If the counterperson recommends TechSmart, they win a \$25 gift card.

“TechSmart is fast becoming recognized for its innovation, engineering expertise, and superior product quality” said Phil Hutchens, Vice President Engine Management Marketing. “This promotion is one way to raise awareness of TechSmart at the counter and to reward our many supporters.”

In addition to the in-store Mystery Shopper visits, this promotion will be supported by digital advertising in national e-publications, extensive social media interaction and Mystery Shopper backroom posters.

Customers can go to TechSmartParts.com, like TechSmart on facebook.com/TechSmartParts or follow on Twitter at twitter.com/TechSmartParts to find out when the TechSmart Mystery Shopper will be in their area. Details are available at TechSmartParts.com/MysteryShopper.

The TechSmart line of enhanced engine control parts are designed to meet the needs of today’s professional service technicians by providing them with high-quality, hard-to-find, problem-solving parts featuring new categories and new technology that they can trust. For additional information on 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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