



Subject: Unilateral Minimum Advertised Price Policy

Dear Valued SMP Customer,

For 100 years, Standard Motor Products, Inc. (“SMP”) has been a leading supplier of premium automotive parts and provides its customers with best-in-class products, supported by the highest level of value-added services. These elements and the overall SMP value proposition have made SMP the supplier of choice for the professional service provider.

In order to establish a level playing field that is fair and competitive and to safeguard SMP’s reputation and its brands, SMP is introducing a Unilateral Minimum Advertised Price Policy (“MAP policy”) that applies to all SMP’s direct customers and downstream resellers who purchase products from direct customers. SMP believes that the implementation of this MAP policy will ensure a fair marketplace for all channel partners and sustain competitive margins. The MAP policy will go into effect on October 1, 2019, and its enforcement will commence on January 1, 2020.

The MAP policy applies to all types of advertising (electronic or otherwise) by a direct customer or downstream reseller. Any advertising methods that provide for or suggest a product price below the applicable MAP is strictly prohibited. The MAP policy applies to advertised prices only, not the resale prices at which products are actually sold. The applicable MAP for each product covered by this MAP policy is available at <http://smp.channelsync.com>.

Direct customers are responsible for understanding this MAP policy and informing their downstream reseller customers of this MAP policy. Any noncompliance with this MAP policy by a downstream reseller shall constitute a violation by the direct customer.

SMP has prepared the attached “Frequently Asked Questions” to help answer any questions regarding the MAP policy. Any other questions or requests for additional information, including information regarding potential violations, must be in writing and addressed to the following person:

MAP Policy Administrator
Standard Motor Products, Inc.
37-18 Northern Blvd.
Long Island City, NY 11101
email: SMPmap@brandprotectionagency.com

Thank you for your continued support of Standard Motor Products as we celebrate our 100th year anniversary, and we look forward to the future.

Sincerely,

A handwritten signature in black ink that reads "Dale Burks".

Dale Burks
Executive Vice President and Chief Commercial Officer