

STANDARD® BRAND STORY

1

Standard® is a full-line supplier of Vehicle Control and Engine Management components offering more than 50,000 precision-engineered automotive components

2

Professional technicians have trusted Standard® since 1919

3

Standard® is a vertically integrated supplier with 19 manufacturing facilities

**What's in your box?™
Here's what's in ours.**



Company Timeline

Standard® is the flagship brand of Standard Motor Products, Inc. (SMP), a leading aftermarket manufacturer for more than 100 years. From humble beginnings in New York, to a world-class, global manufacturer, SMP supplies automotive components to both aftermarket distributors and new vehicle manufacturers. Throughout our history, we have thrived in an industry that is constantly evolving.



1919

Standard Motor Products was founded in New York City by Elias Fife



1932

SMP led the aftermarket in a Supreme Court case which ensured vehicle owners could have their cars serviced by independent shops



1979

Standard® introduced Technician Training Clinics highlighting our commitment to training and education



1995

The SMP Corporate Training center was opened in Irving, Texas to further enhance the technician training experience



2002

We began manufacturing fuel injectors in Greenville, South Carolina



2006

We opened a state-of-the-art engineering and manufacturing facility in Bialystok, Poland which specializes in sensors, VVT components and ignition coils

Research & Development

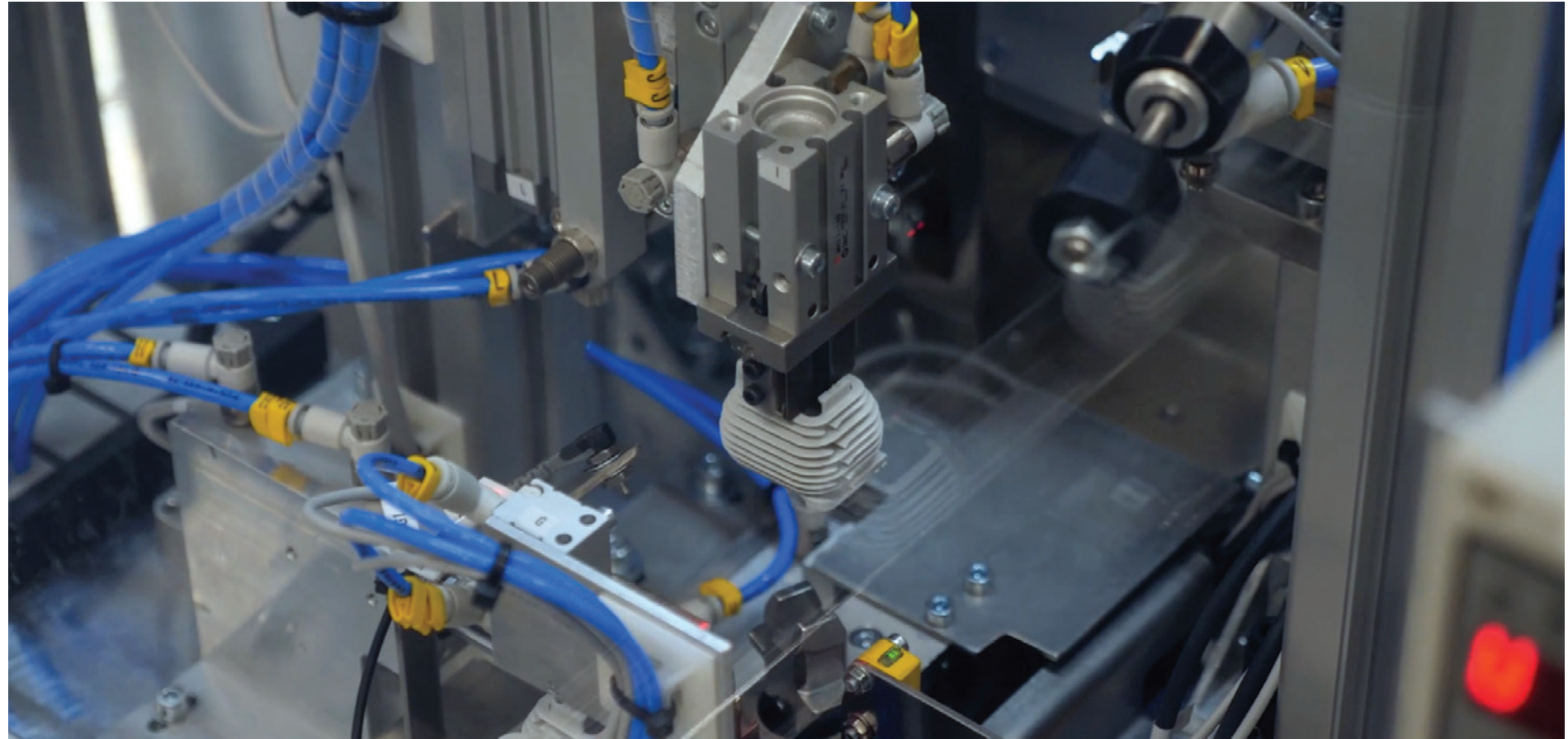
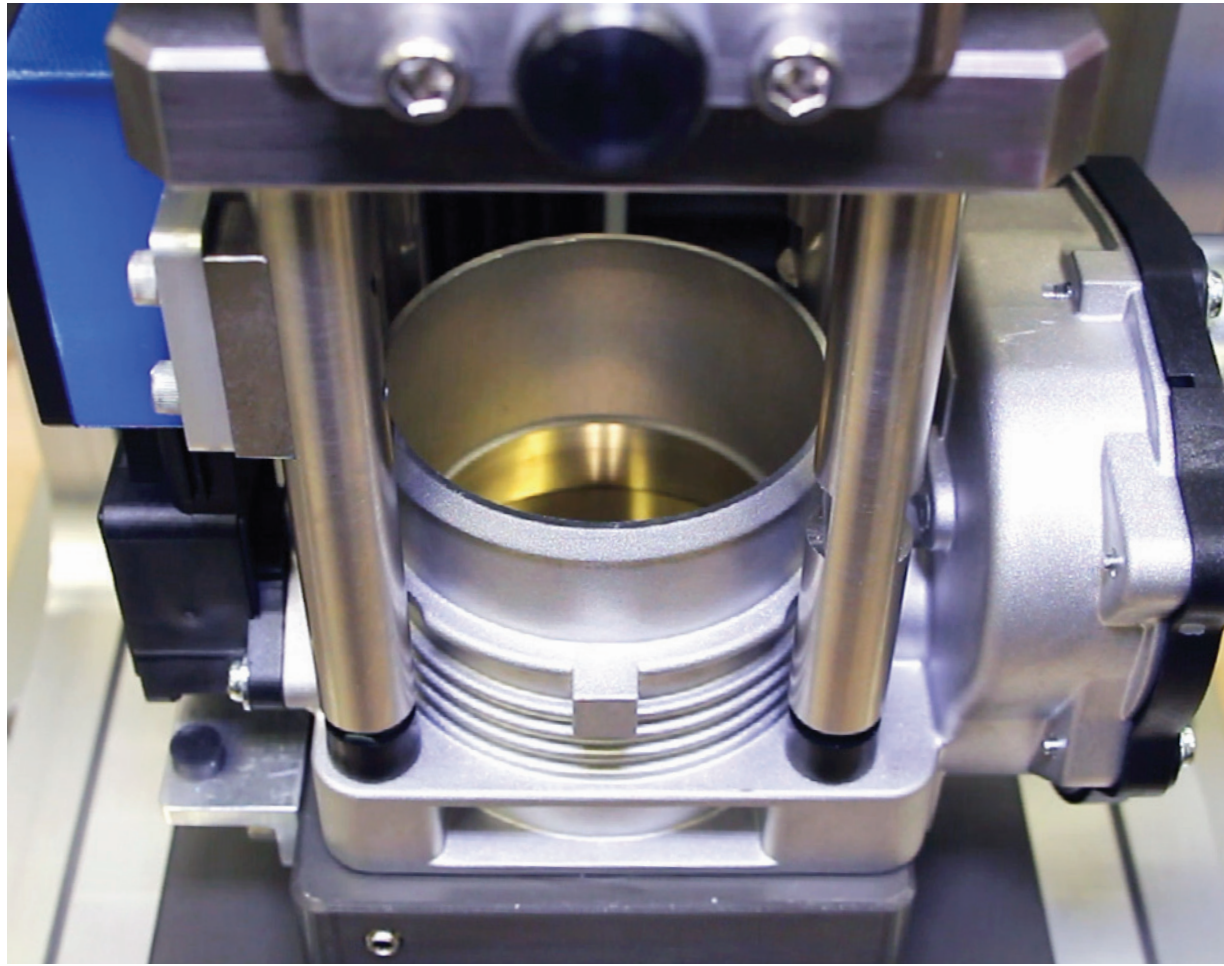
SMP operates 13 Research and Development Centers around the world. Locations include New York, South Carolina, Germany and Poland.

In addition to developing aftermarket components, SMP's Engineered Solutions team is working with new vehicle manufacturers designing custom applications for the next generation of light vehicles, construction equipment and powersports applications.



Precision Manufacturing

From start to finish, we are an expert manufacturer with 19 manufacturing facilities globally. We inspect and validate our own raw materials and control the entire manufacturing process to ensure only quality products are packed in the Standard® box. Our facilities hold IATF 16949, ISO 9001 and ISO 14001 certifications.



Manufacturing Footprint

As an American company, we believe in manufacturing in North America. Two-thirds of the parts we manufacture and sell are made in North America and we are committed to increasing our manufacturing capabilities here.



Independence, KS Manufacturing Plant

SMP North American Manufacturing Facilities



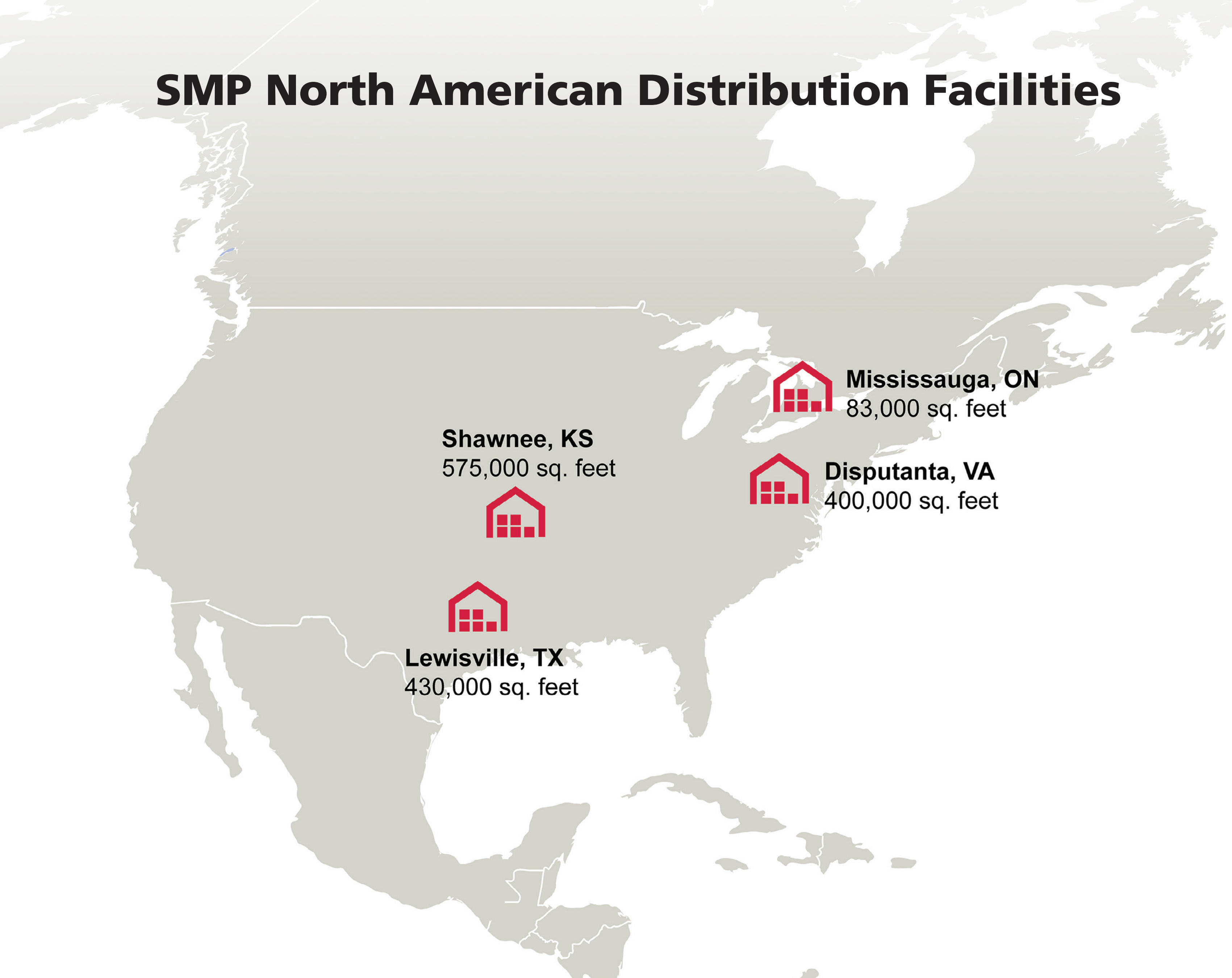
Distribution Footprint

The best-performing aftermarket components would never get installed if they couldn't make it to the shop. Standard® is able to leverage SMP's robust North American distribution network which helps us deliver more than 50,000 SKUs to our distribution partners quickly and efficiently.



Shawnee, KS Distribution Center

SMP North American Distribution Facilities

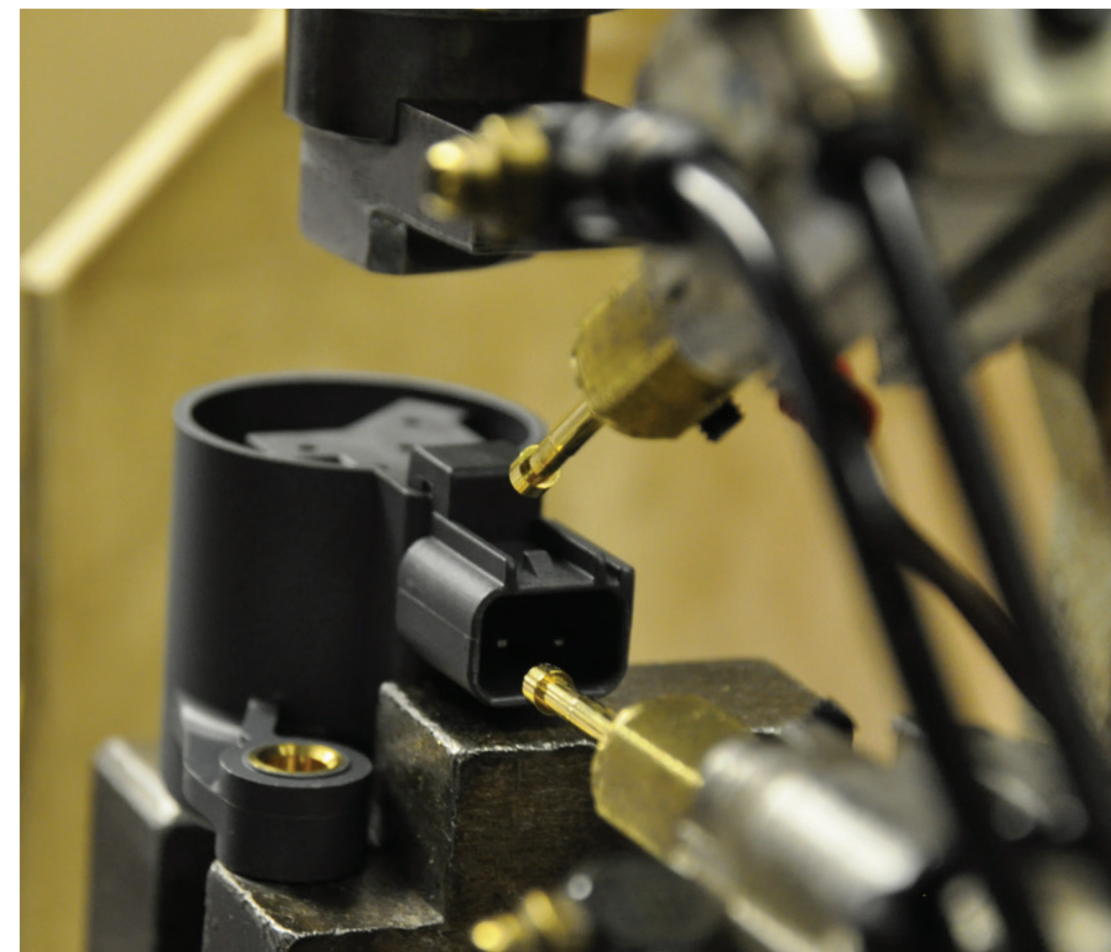
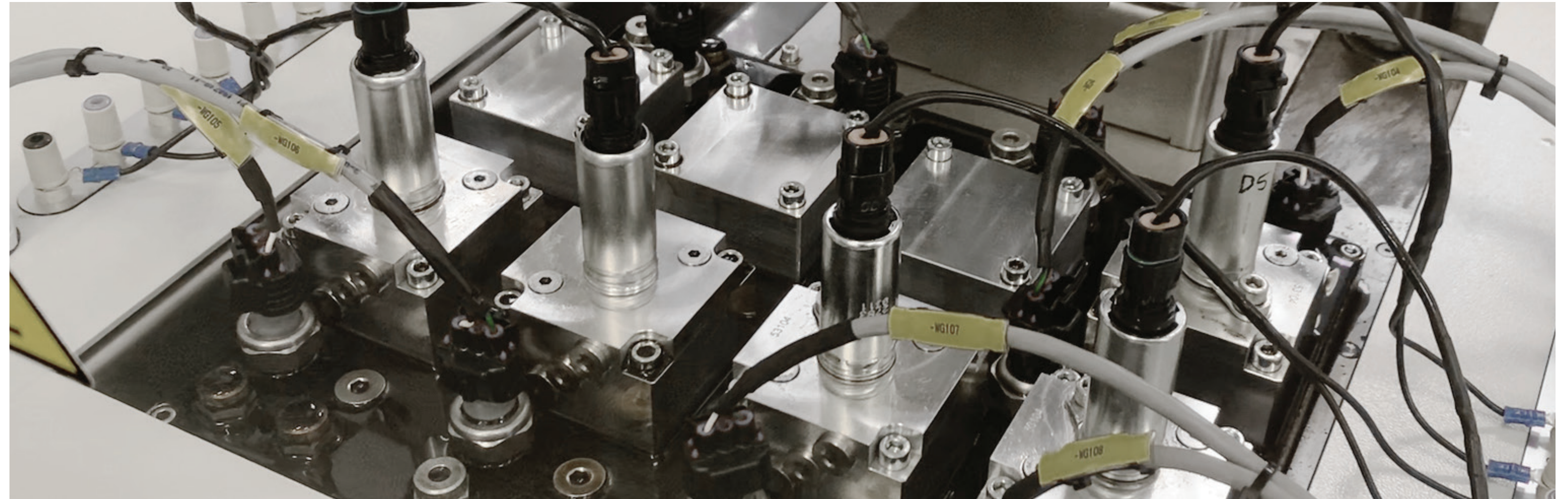


Testing and Evaluation

Before a part is introduced, it is subjected to a series of category-specific tests. Ignition Coils are tested for spark energy and discharge duration, ABS Sensors are tested for output voltage and pulse width, and VVT Solenoids are tested for shock and vibration, and dirty oil performance.

Once a part is in production, it is subject to end-of-line testing to ensure quality before it is placed in the Standard® box.

Standard® Testing Procedures



Europe, North America or Asia, all of our components are rigorously tested for performance and durability

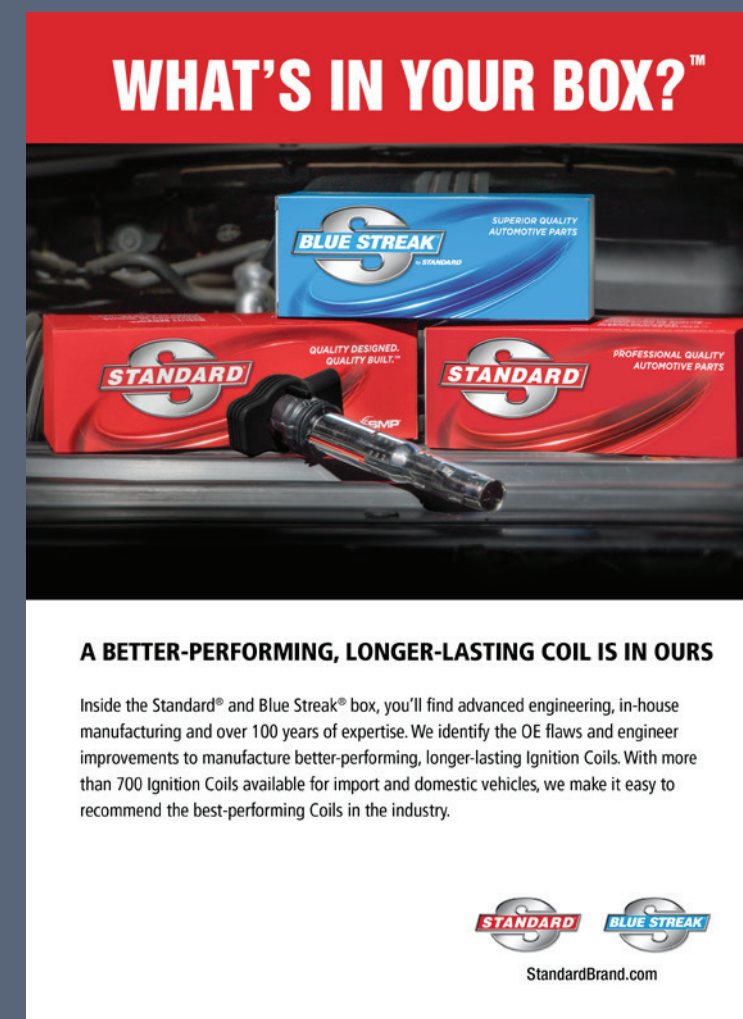
On-Vehicle Validation

Our testing facility in Irving, Texas is responsible for validating the performance of new products before they are released. Standard® products don't just have to fit like OE, they have to perform and seamlessly integrate with the complex systems of new vehicles. On-vehicle validation is the only way to ensure our parts work correctly when your customers need them to.



Sales Support

The best products deserve the best sales support. National advertising campaigns, the industry's most experienced sales team, and technical and training support are all behind the Standard® box.



MARKETING

Targeted digital ads, print advertisements, sponsored technical articles, and printed marketing materials help tell the Standard® brand story



EXPERIENCED SALES TEAM

With more than 75 trained sales people from coast-to-coast, we are actively engaged with our distribution and service provider partners



YOUTUBE® CHANNEL

With over 700 technical videos and a growing community of 55,000 subscribers, the Standard® YouTube channel is an invaluable resource for technicians and parts professionals



Category Management

Our award-winning Category Management Team is committed to helping our distributors increase sales while reducing duplicate inventory. Standard's dedicated team of Category Management Specialists use real-time market and localized data to help make sure our distribution partners have the right parts in the right locations. Our team also helps distributors benchmark their performance in specific categories against the rest of the market. These robust category management capabilities separate Standard® from other suppliers and help our distribution partners succeed.



STANDARD® CATEGORY MANAGEMENT OBJECTIVES

1. Increase Sales (Category-by-Category)
2. Reduce Duplicate Inventory

CATEGORY MANAGEMENT CAPABILITIES

Market Insights & Competitive Intelligence

- Category performance reviews
- Performance vs. ROM
- Benchmark market share / position
- Detail competitive interchanges

Collaboration & Growth Opportunities

- Identifying underperforming and up-and-coming parts
- Strategic inventory recommendations
- Monthly new item set-up and item maintenance

Training



Training is an integral part of Standard®. We strongly believe that education and training is the key to a healthy aftermarket. Classes are offered in high-tech categories such as ADAS and Servicing Electric Vehicles.

Each year, we train 35,000 technicians and hold more than 1,200 in-person classes. Additionally, we offer robust online training programs and the free Pro Training Power Hour.

MASTERS S E R I E S

Our most advanced training, these hands-on sessions are held at the SMP Corporate Training Center in Irving, Texas

PRO TRAINING ON-SITE

These 4-hour sessions are held throughout the country. New courses and topics are added annually to meet the needs of today's technicians

PRO TRAINING ON-DEMAND

Train when you want and how you want with prerecorded sessions that cover a variety of topics on-demand

PRO TRAINING POWER HOUR

These sessions are held monthly and are available to current and aspiring technicians at no charge



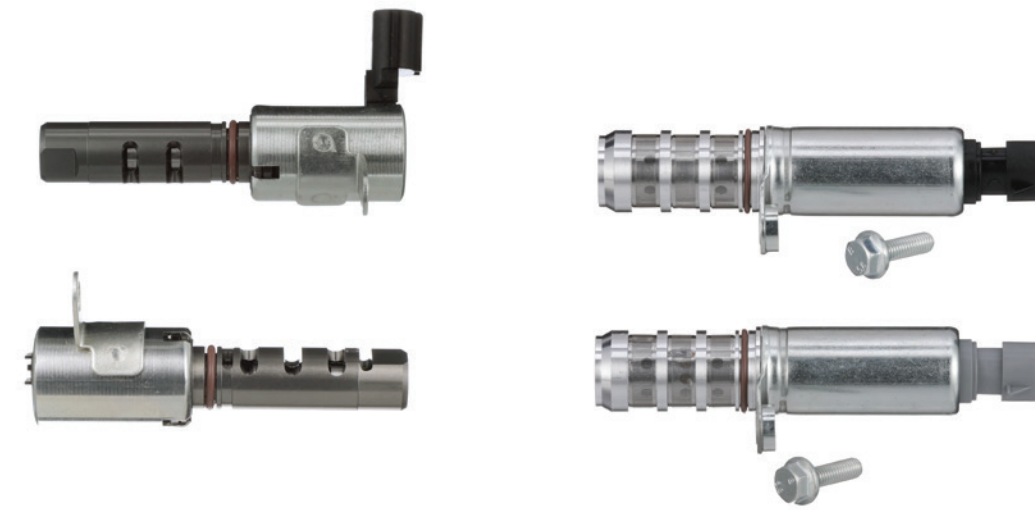
Blue Streak®

In addition to Standard's full, premium line of replacement components, we also offer Blue Streak® components, kits and multipacks.

The Blue Streak® brand is focused on giving technicians more: Improvements over the OE design to address known flaws, or more components in the box to make it easier to do the job right.



Popular Blue Streak® Multipacks and Kits



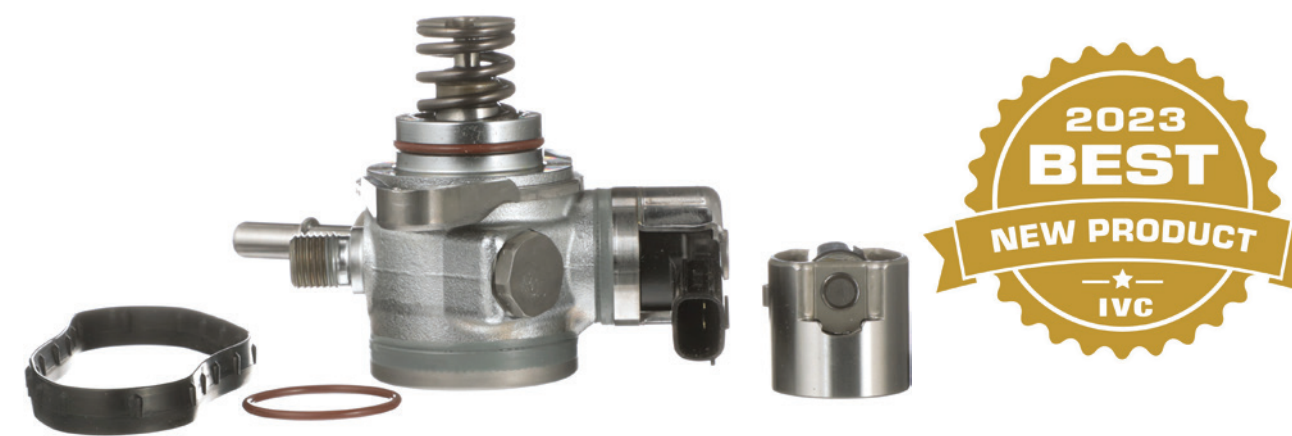
VVT Solenoid Kits

VVT Solenoid Kits feature improvements over the OE design for improved durability, and include both solenoids and gaskets



Cam and Crank Sensor Kits

Cam and Crank Sensor Kits include a new connector for an easier installation and trouble-free performance



GDI High-Pressure Fuel Pump Kits

GDI High-Pressure Fuel Pump Kits include a new high-pressure pump, cam follower, gaskets and hardware for a complete repair



Ignition Coil Multipacks

Blue Streak® Coils produce additional spark energy with a longer discharge duration for improved coil performance. New multipacks make it easier to install a new matched set of better-performing coils



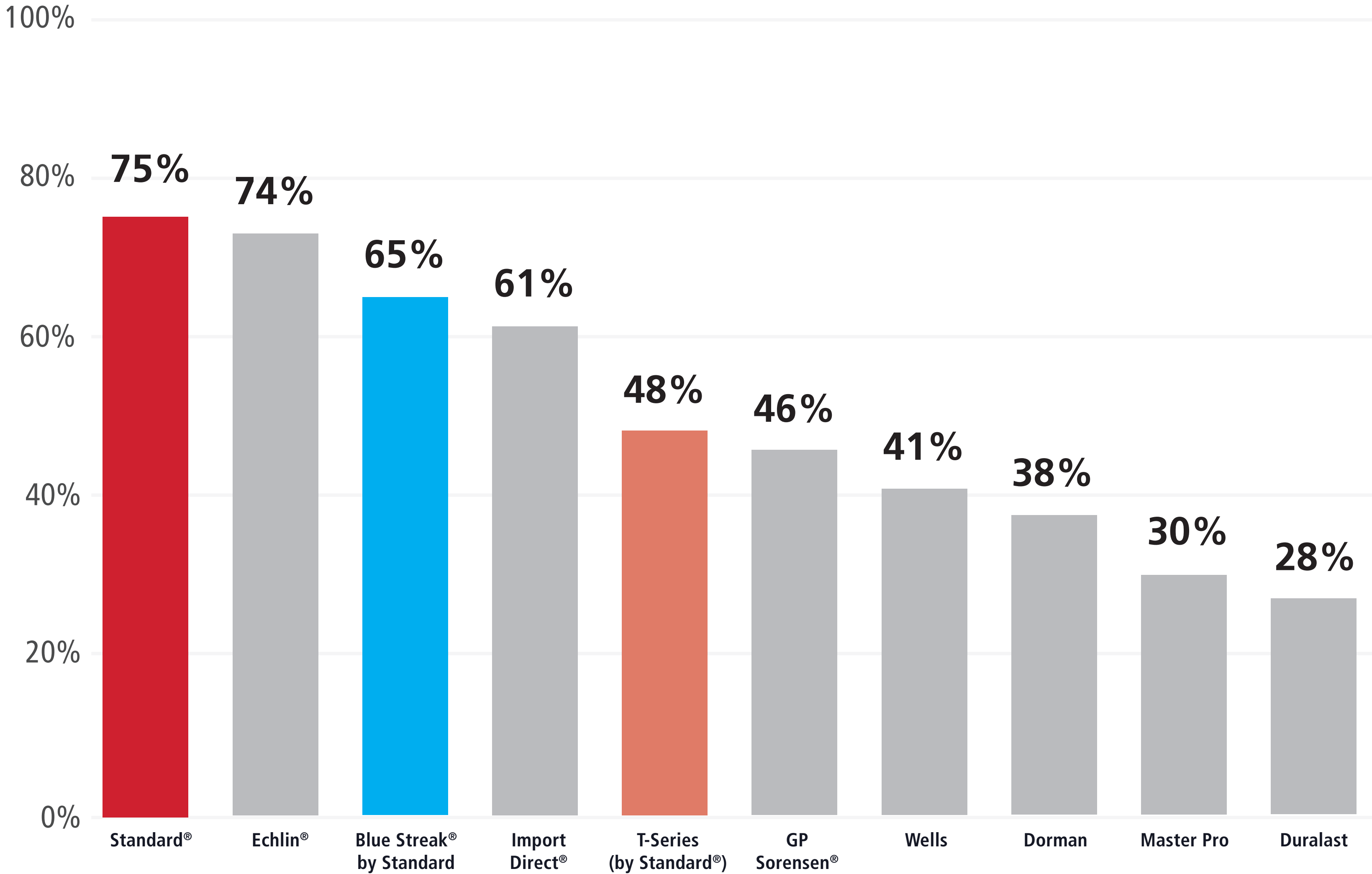
Brand Strength

Technicians trust Standard® more than any other full-line supplier of engine management products and vehicle control.

Decades of quality and performance keep technicians asking for the Standard® box.



% of Technicians who rated brands favorably



Source: Babcox Media, brand survey 2023



WHAT'S IN YOUR BOX?™

What's In Your Box?™

Our popular initiative is a reminder to always ask "What's in Your Box?" when selecting replacement parts for your customers.

Unfortunately, many aftermarket components are simply sourced from a low-cost factory and tossed into a box. Using these parts hurts the reputation of the entire industry and drives customers back to the dealership.

Ask your other suppliers:

- What is in your box?
- Do you have your own factories?
- Do you have an on-vehicle testing center?

**PRECISION
MANUFACTURING**

ENGINEERING

**ON-VEHICLE
VALIDATION**

TRAINING

**CATEGORY
MANAGEMENT**

**RESEARCH &
DEVELOPMENT**

SALES SUPPORT

**TESTING
& EVALUATION**



Full-Line Coverage

In addition to the highest-quality, best-performing components, technicians also look to Standard® for industry-leading coverage in multiple categories. Coverage also means having the related parts required to do the job right. From high-tech ADAS components to simple relays and connectors, Standard® has you covered.

Your Full-Coverage Supplier

Standard® has over 200 parts for the 2015 Ford F-150

ABS Sensors

Accelerator Pedal Sensor

Active Grille Actuator

Active Grille Shutter

Camshaft Sensor

Canister Purge Valve

Combination Switch

Crank Sensor

Electronic Throttle Body

Four Wheel Drive Actuator

Fuel Injectors

Fuel Pressure Sensor

Fuel Vapor Canister

GDI Fuel Pump Kit

Ignition Coils

Lane Departure Cameras

MAP Sensor

Parking Brake Actuators

Park Assist Camera

Park Assist Sensors

Power Sunroof Motor

TPMS Sensors

Turbocharger Boost Solenoid

Turbocharger Kit

Vacuum Pump

VVT Solenoids

VVT Sprocket



Recommending Standard®

The more you know about Standard®, the easier it is to recommend with confidence. When compared to other brands, Standard's products and programs make more and more sense.



LOW-COST, LOW-QUALITY

- Shorter lines, limited availability of related parts for a complete repair
- Often sourced from low-cost factories with no testing or validation
- Could be remanufactured or rebuilt

ORIGINAL EQUIPMENT SERVICE

- The same design and material that just failed
- No supplier is OE on every vehicle. To round out product lines, part numbers are often sourced from low-cost factories



- **Full programs with related items and kits technicians are looking for**
- **Each part is tested and validated, regardless of its manufacturing location**
- **Industry-leading sales support**

The Next 100 Years



Standard® has adapted to changes in vehicle technology for over 100 years, and we are committed to meeting the demands of technicians for the next 100 years.

Regardless of the powertrains used in the vehicles of the future, Standard® will be there with the best-performing replacement parts and industry-leading training to support technicians.



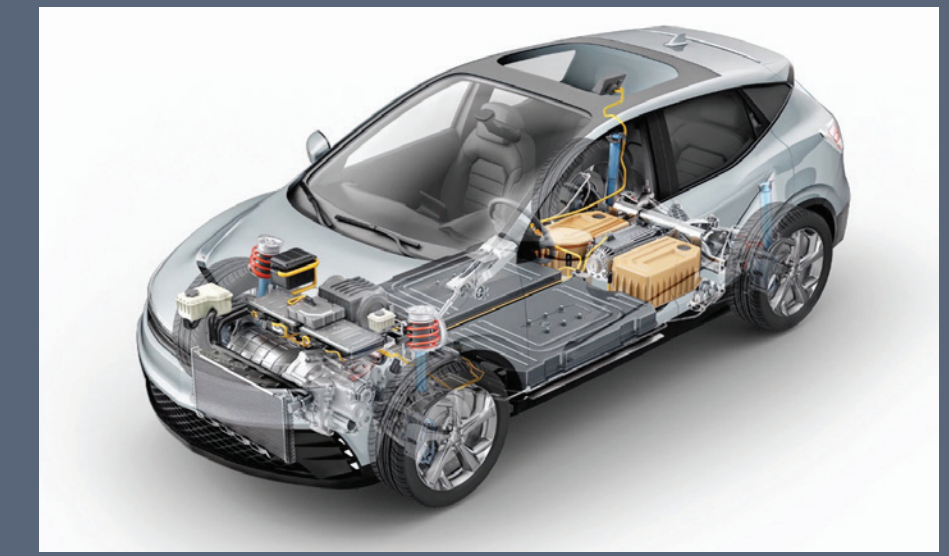
ADVANCED ICE

Cylinder deactivation solenoids, dual injector systems, turbochargers and more, vehicle manufacturers continue to introduce new systems to help make vehicles more efficient. Standard® has these high-tech categories covered



POWERTRAIN-NEUTRAL

Regardless of how vehicles are powered, we know they will have more and more sensors and still rely on a 12-volt system. We are constantly expanding our Powertrain-Neutral categories like Electronic Parking Brake Actuators, ADAS components, ABS Speed Sensors and more



HYBRID AND EV

In addition to already offering thousands of components for Hybrid and Electric Vehicles, we are also introducing new training programs to help technicians diagnose and service these complex vehicles