

PRESS RELEASE

For additional information contact:
Monika LaPrete, Marketing Communications Manager
Phone: (609) 578.4100 Fax: (609) 578.4050
E-mail: mlaprete@crpindustries.com

CRP AUTOMOTIVE LAUNCHES NEW FACEBOOK PAGE

Cranbury, NJ... CRP Automotive, a leading source of OE-quality replacement parts for Asian and European import vehicle applications, has recently launched its new fan page on Facebook. The page gives CRP a new platform to communicate with both automotive distribution and professional service customers.

Fans of the CRP Automotive page will be able to find out about the latest product offerings, product news, training tips and event updates, as well as view information and training videos and other industry related news. The Facebook page will also allow fans to share photos and tips as well as their own experiences with CRP's four product brands; ContiTech® Automotive Belts, Rein® Automotive Parts and Accessories, Pentosin® Technical Fluids, and AJUSA Engine Parts.

There is also a link that allows users to easily sign up to receive a free subscription to CRP Automotive's *Jumpstart* eNewsletter, which provides up to date information on the wide variety of products and services offered at CRP Automotive.

The CRP Automotive Facebook page can only be viewed by Facebook users at <http://www.facebook.com/crpautomotive?fref=ts>. Users can receive the most recent information that CRP Automotive posts by liking the page and getting updates on their news feed.

About CRP Automotive

CRP Automotive is a part of CRP Industries, a leader in the marketing and supply of automotive parts and industrial products. CRP Automotive provides some of the industry's leading brand names, including ContiTech® Automotive Belts, Rein® Automotive Parts and Accessories, Pentosin® Technical Fluids, and AJUSA Engine Parts. All products are backed by the CRP promise of quality and superior service. Founded in 1954 as the North American partner of Continental AG, CRP Automotive has established a solid reputation for exceeding its customers' expectations. CRP maintains key distribution centers in New Jersey, California, Canada, and Mexico.

For additional information, visit: www.crpautomotive.com



AUTOMOTIVE

CRP Industries Inc. 35 Commerce Drive Cranbury, NJ 08512 USA

office 609.578.4100

fax 609.578.4109

Editor Note:

Image file name: 2013-CRP-Automotive-Facebook-Page-no-browser-crop.png]

[Caption] Fans of CRP Automotive will now be able to easily find out about the latest product offerings, product news, training tips and event updates, as well as view information and training videos and other industry related news.

-30-

