

## PRESS RELEASE

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### **CRP Launches New Innovative Web Site**

Cranbury, N.J., September 1, 2009 - CRP Automotive, a leading supplier of OE-quality automotive replacement parts to the NAFTA market, has launched an innovative new web site ([www.crpautomotive.com](http://www.crpautomotive.com)) aimed at meeting the demanding needs of their customers throughout all levels of the distribution channel.

The new CRP Automotive site features three distinct brand sites for ContiTech belts, Rein Automotive A/C and Undercar genuine replacement parts, and Pentosin technical automotive fluids. "Our goal is to use the new web site as an information-driven marketing and sales tool," states Michael Palm, CRP Industries VP of Sales and Marketing.

An exciting new addition to the site is the "CRP Automotive Parts Catalog", an online automotive replacement parts catalog. This interactive program allows the installer to quickly make the right choice for replacement parts on a specific European, Asian, or domestic vehicle. The CRP online parts catalog eliminates guess work and mistakes, and provides users real time data to find the exact parts match for a vehicle application. "The time an installer or counterperson spends searching for the right ContiTech or Rein Automotive part is significantly reduced," explains Michael Palm.

The CRP Automotive Parts Catalog features parts information for the complete range of ContiTech belts for automotive, light truck and SUV applications up to the 2009 model year. Additionally, the online catalog contains the new Rein Automotive genuine replacement parts program consisting of over 1,500 SKUs covering a wide range of A/C and under car replacement parts for European car applications.

Another unique feature to the new web site is the “Ask Our Experts” section. With this interactive tool visitors can get answers to questions regarding replacement parts directly from CRP’s product experts. The web site also provides technical specifications, trade show participation, the ability to sign-up for email newsletters, and product literature downloads. Michael Palm adds, “The new site represents a significant upgrade of our marketing and sales efforts to provide timely, accurate and helpful data to our distribution channel customer base and the installer community.”

**About CRP Automotive:**

Founded in 1954 as the North American partner of Continental AG, CRP Automotive supplies ContiTech branded timing belts, timing belt kits, and serpentine belts; Pentosin technical automotive fluids; and Rein Automotive AC and Undercar parts for domestic and import applications to the wholesale distribution marketplace. Shipping from distribution centers in New Jersey, California, Canada, and Mexico, CRP has established a solid reputation for exceeding its customers' expectations on many fronts by offering the CRP promise of quality product and superior service for more than 50 years. For additional information, visit the CRP Automotive web site at [www.crpautomotive.com](http://www.crpautomotive.com).

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