



## PRESS RELEASE

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## CRP Automotive Launches “Choose Rein and Cash In Big” Promotion

- Rein® Automotive Program rewards technicians with gifts and prizes for Rein purchases

Cranbury, NJ... CRP Automotive, a leading source of OE-quality replacement parts for European and Asian import vehicle applications, has launched an exciting new rewards promotion targeting professional service technicians. The new promotion called, “Choose Rein and Cash In Big,” rewards technicians who collect and redeem UPC codes from the purchase of Rein Automotive replacement parts.

### Promotion ends October 31, 2015

The “Choose Rein and Cash In Big,” promotion includes a Rein Branded Drinking Stein, a \$15 Gift Card, and a raffle entry for a chance to win a Barbeque Grill, iPad®, 32” Flat Screen TV, MP3 Player, or 16 GB Galaxy Tablet. UPC codes are cumulative, so the technicians can add up their UPCs and have a chance at all of the prizes.

According to Trevor Potter, CRP Automotive Vice President of Sales, “This promotion gives our technician customers the opportunity to win in two big ways. With Rein Automotive, they’ll get world class, OE-Quality European replacement parts that are competitively priced to deliver good profit margin and a chance to cash in big with exciting prizes and gift cards!”

The promotion is being supported by a multifaceted, integrated marketing and sales campaign via trade print and online advertising, a direct mail campaign to service retailers, public relations, and social media activities.

Technicians can redeem their Rein UPC codes for these great prizes.

- 10 UPC codes: Stein
- 20 UPC codes: \$15.00 gift card
- 30 UPC codes: One raffle entry for a chance to win a Barbeque Grill, iPad®, 32” Flat Screen TV, MP3 Player, or 16 GB Galaxy Tablet.

For more information and details about this great promotion, technicians can go to [chooserein.com](http://chooserein.com) or call their local CRP Representative at 800.526.4066.

### About Rein Automotive

The Rein Automotive program consists of OE-quality replacement parts and accessories for a wide range of European import applications, including A/C parts, coolant hoses, anti-vibration,

and suspension parts, axle boot kits, and wheel bearings and bearing kits. It also includes the Rein First Aid program, a special selection of parts for European vehicle applications that have higher failure or replacement rates. The program features shaped breather hoses, axle boot kits, fuel, oil and coolant caps, dipsticks and dipstick funnels, power steering and oil cooler hoses, switches, sensors and relays, and power steering fans and boot kits.

### **Easy Online Lookup**

Rein Automotive parts can be easily found on CRP's online application catalog, which can be accessed through the CRP Rein Automotive brand website, [www.reinautomotive.com](http://www.reinautomotive.com), or Show Me the Parts, [www.showmetheparts.com/crp/](http://www.showmetheparts.com/crp/).

### **About CRP Automotive**

CRP Automotive is a part of CRP Industries Inc., 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](http://www.crpautomotive.com)

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Editor Note:

Reference image file name: [CRP\\_REIN Promotion.jpg](#)

[Caption] The Rein Automotive "Choose Rein and Cash In Big" promotion rewards technicians with gifts and prizes for Rein purchases.

210-14/CP402