



## PRESS RELEASE

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# CRP Automotive Names Paul Swyter As Rein Automotive Brand Manager

- Responsible for new product development and management -

Cranbury, NJ...CRP Automotive, a leading source of OE-quality replacement and service parts, has named Paul Swyter as the brand manager for its Rein Automotive product line. Mr. Swyter will be responsible for all activities related to the Rein Automotive brand including new product development, sustained brand growth, and new marketing strategies. In addition to these responsibilities, Mr. Swyter will also work closely with the Rein Automotive sales team to develop new customers and cultivate stronger relationships with existing customers.

The announcement was made by CRP Vice President of Marketing and Brand Management, Michael Palm, who noted, "We are very excited to add Paul to CRP's Brand Management team and to have him focus on our Rein Automotive brand. His years of experience and proven track record bring an exceptionally strong product management skill set to CRP."

Mr. Swyter joins CRP Automotive with an extensive understanding of the automotive aftermarket. He worked with Dorman Products (Colmar, PA) for eight years as a product manager and had P&L responsibility for multiple product lines with thousands of SKUs. He was also responsible for introducing new products and worked with major automotive retailers to develop and launch front and back room plan-o-grams. Prior to Dorman, Mr. Swyter spent 10 years at GGB North America (Thorofare, NJ), a global leader in self-lubricated sleeve bearings, serving as an automotive product manager and manufacturing engineer. In his role as a product manager, Mr. Swyter worked closely with the sales team to secure contracts with GM, Ford, and Chrysler and launch new products.

Mr. Swyter holds a B.S. in Mechanical Engineering and an M.B.A. in Marketing and Decision Science from Drexel University.

### **About CRP Automotive**

CRP Automotive is a part of CRP Industries, a leader in the 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)

Editor Note: Image file: Paul Swyter.jpg

[Caption]: Paul Swyter, Rein Automotive Brand Manager at CRP Automotive.

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