

PRESS RELEASE

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

Rein[®] Automotive Offers Innovative 'First Aid Program' For Problematic Parts

- New program from CRP Automotive focuses on parts with high failure or replacement rates -

Cranbury, NJ... CRP Automotive, a leading source of OE-quality replacement parts for Asian and European import vehicle applications, has developed a special Rein Automotive parts program that focuses on components with high incidents of replacement or failure on certain vehicles. The First Aid program delivers a valuable problem solving solution and to make things easy for the professional technician, installation components, such as O-rings and clamps are included.

The Rein First Aid program is specifically designed for European vehicle applications and is comprised of parts based on their repair frequency rather than by their product group. This program assures that CRP customers will always have the parts on hand that are in need of frequent replacement, so shops and technicians will only have to look to one source to get the parts they use the most.

Included in the Rein First Aid Program are: 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

The Rein Automotive under car program features easy look up on CRP's online application catalog, which can be accessed through the CRP Automotive Rein Automotive brand website, www.reinautomotive.com, or Show Me the Parts, www.showmetheparts.com/crp/.

About Rein Automotive

Rein Automotive offers 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 & bearing kits.

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

Editor Note:

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[Caption] Rein® Automotive Offers 'First Aid' For Problematic Parts - a new program focusing on parts with high failure or replacement rates.

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