

## PRESS RELEASE

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## CRP AUTOMOTIVE NAMES WARREN MORLEY AS KEY ACCOUNT MANAGER

**Cranbury, N.J., May 2012** - CRP Automotive, CRP Industries' largest business unit and an established source of automotive replacement and service parts, has named Warren Morley as Key Account Manager. Mr. Morley will be responsible for managing an assigned portfolio of CRP's WD accounts by building relationships and creating sales strategies that result in continuous growth.



The announcement was made by Bob Crane, CRP Director of Independent Aftermarket Sales, who noted, "We are delighted to have Warren Morley on our team. He is well known in our industry and comes to CRP with a great deal of sales savvy in our product lines and outstanding recommendations from our customers."

Before joining CRP, Warren was the Southeast Sales Manager for Valeo Service. He worked for Valeo for a total of 13 years and served in various capacities. At Valeo Service, Warren was involved with aftermarket sales of engine cooling, rotating electrical, AC compressors, transmission clutches, and wiper blade products. Prior to Valeo, he worked for Cooper Automotive.

Warren brings more than 25 years of sales management experience with a number of respected companies. He will bring the same high level of professionalism and service to CRP's customers and activities. Mr. Morley will be based out of South Carolina.

### 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](http://www.crpautomotive.com).