



## **PRESS RELEASE**

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## **CRP Automotive Earns Three Major Awards at 2015 AAPEX and SEMA Shows**

– Cited by AIA and SEMA for Best Marketing and Best Products –

Cranbury, NJ... CRP Automotive earned three awards during the 2015 Automotive Aftermarket Industry Week in Las Vegas, NV, November 2<sup>nd</sup>-5<sup>th</sup> from the Auto International Association (AIA) and Specialty Equipment Manufacturers Association (SEMA). CRP received two awards from AIA for Import Product and Marketing and one SEMA Global Media Award.

### **AIA Import Product and Marketing Awards**

The Auto International Association recognized CRP Automotive for the Best Social Media Campaign for Import Cars or Trucks Product and/or Brand Marketing for its “Inside the Brands” information video series. The “Inside the Brands” video series was launched in March of 2015 as an initiative to share the knowledge of CRP Automotive Brand Managers with professional automotive technicians. The videos are featured on YouTube and distributed every other week to technicians across the country via opt-in emails as well as Facebook and Twitter alerts.

CRP Automotive also received an award for Best Performance Product, Accessory or Functional Fluid for Import Cars or Trucks for its Pentosin/Rein FFL2 DSG Transmission Service Kit. The Pentosin/Rein FFL2 DSG transmission service kit includes Volkswagen DSG transmission fluid, a REIN Automotive OE filter and a drain plug washer. The kit was designed as a comprehensive service aid for use in the regularly scheduled 40,000-mile maintenance for DSG Volkswagens. CRP Automotive developed this kit so technicians would save time and money by only needing to order one SKU to complete the service.

### **SEMA Global Media Awards**

CRP Automotive’s newest brand, FERTAN, received a Global Media Award during the SEMA show for its FERTAN Rust Converter. The award was given in the Collision Repair and Refinish Product category. FERTAN Rust Converter is an environmentally friendly, non-flammable liquid that stops rust corrosion on a variety of surfaces and converts rust that has developed on those surfaces into a black zinc phosphate coating that adheres to metal. This coating becomes an ideal surface for a fresh paint base. FERTAN Rust Converter eliminates the need for deep scrubbing or sandblasting and can work in as little as 4-6 hours.

Mike Palm, VP of Marketing and Brand Management, CRP Automotive, noted “We are very excited to receive these awards during the AAPEX and SEMA shows this year. Our product

development, sales, marketing, and management teams have worked very hard to make these programs a reality for our customers and this recognition is well deserved.

### **About CRP Automotive**

CRP Automotive is a part of CRP Industries, a leader in the manufacture, 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, AJUSA Engine Parts, FERTAN Rust Treatment Products, and Atlantic Automotive Engineering Steering Systems. 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, North Carolina, and Mexico. For additional information, visit: [www.crpautomotive.com](http://www.crpautomotive.com)

Editor note:

Image file name: 2015 AIA Award.jpg

Caption: Monika LaPrete, Marketing Communications Director, CRP Automotive (left), Ira Davis, Import Vehicle Community (formerly AIA) Chairman (center), and Mark Malone, Brand Manager, CRP Automotive, with the 2015 AIA Award for Best Social Media Campaign for Import Cars or Trucks Product and/or Brand Marketing

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