



PRESS RELEASE

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CRP Automotive Names Cory Martin as West Coast Regional Sales Manager

Cranbury, NJ... CRP Automotive has announced that Cory Martin has joined CRP Automotive and will serve as the Regional Sales Manager for the western region of the United States. Martin will be based out of the San Francisco Bay area and will be responsible for all sales activities, account management, and product training for West Coast customers.

The announcement was made by Trevor Potter, Vice President of Sales at CRP Automotive, who noted, "Cory Martin brings a great deal of knowledge and expertise in the automotive parts industry to the CRP Automotive team. His proven sales management experience, and especially import parts sales, will be of great benefit to our entire sales team, and we look forward to his contribution."

Prior to joining CRP, Martin spent four years at IMC, an import focused parts distributor, as a sales manager in Texas and South Florida. Before joining IMC, Martin spent three years as a diagnostic sales developer with Snap-On where he provided sales and support to independent repair facilities. He holds a B.S. in Resource Management from Virginia Tech University. He is also an AIA Import Parts Specialist and an ASE Certified P2 Parts Specialist.

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 the NAFTA market. For additional information, visit: www.crpautomotive.com

Image file name: CRP Cory Martin.jpg

Caption: Cory Martin joins CRP Automotive as West Coast Regional Sales Manager.

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