



## **PRESS RELEASE**

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## **CRP Automotive Names Joseph Hanson as Product Manager for Rein Automotive**

Cranbury, NJ... CRP Automotive has announced the appointment of Joseph Hanson as Product Manager for its Rein<sup>®</sup> Automotive brand of automotive hoses, anti-vibration parts, suspension parts, and A/C parts. In this role, Hanson will be responsible for the growth of Rein Automotive through new product introductions and major marketing initiatives.

In making the announcement, Michael Palm, Vice President of Marketing and Brand Management at CRP Industries Inc., noted, "Joseph Hanson comes to CRP Automotive with over a decade of experience in product management and development. The combination of his technical skills and expertise in the automotive market will be an invaluable asset to the Rein Automotive team."

Prior to joining CRP, Hanson was the Director of Product Management at Sonnax Industries. Before Sonnax, he was the Director of Product Management at Dorman Products for 11 years and led a cross-functional product management team for Dorman's window regulator and door lock actuator categories.

Hanson holds an MBA from Delaware Valley University, a BA in Marketing from Penn State University, a Certificate in Product Management from the University of Wisconsin, and a CTE Teacher Certification in Automotive Technology from Temple University. He is also an ASE Certified Automotive Technician and has completed Leadership 2.0 at the University of the Aftermarket.

### **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<sup>®</sup> 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](http://www.crpautomotive.com)

*Image file name: CRP Automotive Joe Hanson.jpg*

*Caption: Joe Hanson joins CRP Automotive as a Rein Automotive Product Manager.*

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