



PRESS RELEASE

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CRP Automotive Names Marie Yeager as Product Manager for Pentosin and Ajusa

Cranbury, NJ... CRP Automotive has announced the appointment of Marie Yeager as Product Manager for the Pentosin and Ajusa brands. In this role, Yeager will be responsible for managing product line life cycles from strategic planning to tactical activities, developing product sales, and providing technical support as a subject matter expert.

Michael Palm, Vice President of Marketing and Brand Management at CRP Industries Inc., made the announcement and stated, "Marie Yeager's expertise in the chemical business and her experience in the development and marketing of new products for a wide variety of markets will be of great benefit to our product team and will help us to grow our Pentosin and Ajusa brands."

Prior to joining CRP, Yeager spent 11 years as a product manager with Elementis Specialties, a global specialty chemicals company specializing in high value functional additives for a variety of industries including architectural and industrial coatings, personal care, and oilfield. In this role, Yeager was also responsible for product life cycle management, new product forecasting, product development, analysis and marketing.

Yeager holds a B.A. in Social Science from Rider University and an A.S. in Criminal Justice from Middlesex County College. She is a Red Cross Disaster Relief Responder and a member of the Phi Sigma Tau sorority. Yeager also earned a Customer Service Certification from Rockhurst University.

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 Automotive Marie Yeager.jpg

Caption: Marie Yeager joins CRP Automotive as a Pentosin and Ajusa Product Manager.

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