

## PRESS RELEASE

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### CRP Automotive Names Trevor Potter as Vice President of Sales

Cranbury, NJ...CRP Automotive, a leading and trusted source of automotive replacement and service parts, has named Trevor Potter as Vice President of Sales. Mr. Potter will manage all aspects of the CRP Automotive sales program and its sales team in the U.S. and Canada. He will also be responsible for expanding CRP's market share as well as increasing the company's distribution footprint.

In making the announcement, CRP President/CEO, Dan Schildge, noted, "Trevor comes to us with over 20 years of executive and sales management experience in the automotive aftermarket. His proven leadership track record in both the manufacturing and distribution channels is a significant advantage for our steadily growing organization, and we look forward to his contribution."

Before joining CRP, Mr. Potter was with Schrader International (Auburn Hills, MI), a leading manufacturer of valve and sensing technologies, where he served as Vice President of Aftermarket Sales and Marketing, and helped create the company's successful North American sales and marketing organization.

Prior to that, he served as a Division Manager of the Automotive Aftermarket for Petoskey Plastics (Birmingham, MI) and as Director of Sales and Training for ADN (Automotive Distribution Network) (Memphis, TN).

Mr. Potter holds a Masters of Business Administration degree from the University of Phoenix and an Honors Bachelor of Arts from the University of Guelph. He will be based out of the CRP Automotive HQ in Cranbury, NJ.

#### 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.



AUTOMOTIVE

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For additional information, visit: [www.crpautomotive.com](http://www.crpautomotive.com).

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Editor Note: Reference image of Trevor Potter, file name: CRP\_Trevor\_Potter.jpg  
Caption: Trevor Potter, new Vice President of Sales at CRP Automotive

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