



PRESS RELEASE

For additional information contact:
Monika LaPrete, Marketing Communications Manager
Phone: (609) 578.4100 Fax: (609) 578.4050
E-mail: MLaprete@crpindustries.com

CRP Automotive Garneres Two 2013 Automotive Communications Awards at AAPEX

- Cited for co-op partnering and direct mail excellence in the ContiTech Serpentine Belt marketing campaign -

Las Vegas, NV...CRP Automotive, a longtime NAFTA market partner of ContiTech and a leading source of OE-quality replacement and service parts, received two awards for excellence in business-to-business communication during the 2013 Automotive Aftermarket Products Expo (AAPEX) in Las Vegas. The awards, which highlight outstanding advertising, marketing, and public relations activities on behalf of aftermarket organizations, were presented as part of the annual Automotive Communications Awards (ACA) program, sponsored by the Car Care Council Women's Board and Automotive Communication Council.

CRP Automotive's ContiTech Serpentine Belt Campaign was selected out of almost 250 entries as the 2013 winner of the Automotive Communications Award for Best-of-Class "Direct Mail Piece or Campaign/Newsletter" and Best-of-Class "Co-op/partnering Campaign".

The programs were developed by the CRP Marketing Team in collaboration with their advertising agency, MINT Advertising, and CRP's Product Development and Sales Teams. The marketing campaign was created to promote the ContiTech brand while supporting the sales growth of ContiTech Serpentine Belts and Accessory Drive Kits. The campaign ran for a 5-month period, creating more than 500,000 first-time impressions. Key elements in the program included a sales presentation with a how-to-use instructions, distributor and repair technician sales flyers, web banners for customer websites, supporting brand advertising, direct mail and e-mail campaigns, and posters.

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.

For additional information, visit: www.crpautomotive.com

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Editor Note: Image: CRP 2013 ACA Awards.jpg

Caption: Diane Kickel, General Manager of Sales at NAFTA/Asia at ContiTech, and Michael Palm, VP of Marketing at CRP, with 2013 Automotive Communications Awards for Best-In-Class Direct Mail and Co-op Partnering Campaigns at the recent Automotive Communications Awards during the 2013 AAPEX Show.

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