



AUTOMOTIVE

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PRESS RELEASE

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CRP Announces New Sales Rep Agency Hirsig-Frazier

Cranbury, N.J., August 16, 2010 – CRP Automotive, a leading supplier of automotive products and longtime partner of Continental AG® as the provider of ContiTech® branded belts in North America, is pleased to announce the addition of Hirsig-Frazier as our new sales representative agency for the Southwest territory including Arkansas, Louisiana, Oklahoma and Texas.

“It is with great pleasure that CRP welcomes Hirsig-Frazier to our sales representative network,” states Robert Crane, Director of Sales & Marketing, CRP’s Domestic Aftermarket Business Unit. Hirsig-Frazier represents automotive manufacturers in multiple markets including traditional distributors, retail & specialty, performance distributors, military, and hardware.

Hirsig-Frazier will be responsible for the direct management of current CRP domestic market accounts as well as new account acquisition efforts within the territory. They will be looking to extend CRP’s product offering into areas that have not been traditionally serviced by the company. Hirsig-Frazier brings over 75 years of professional sales management experience to the table. “We are confident that they will offer the highest level of professionalism and service to CRP’s customers and activities,” adds Crane.



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Founded in 1954 as the North American partner of Continental AG, CRP Automotive supplies ContiTech branded timing belts, timing belt kits and serpentine belts; Pentosin technical automotive fluids; and Rein Automotive AC and Under Car parts for domestic and import applications to the wholesale distribution marketplace. Shipping from distribution centers in New Jersey, California, Canada, and Mexico, CRP has established a solid reputation for exceeding its customers' expectations on many fronts by offering the CRP promise of quality product and superior service for more than 50 years.

For additional information, visit the CRP Industries Automotive Web site at

www.crpautomotive.com.

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