

## PRESS RELEASE

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

### **CRP Automotive adds Pentosin Technical Fluids Applications to Activant Ecatalog.**

**Cranbury, N.J., February, 2011** - CRP Automotive, a supplier of automotive products and longtime partner of Pentosin branded technical fluids in North America, announces its inclusion of Pentosin Technical Fluids on Activant's Ecatalog. This Ecataloging source helps countermen identify automotive parts quickly, minimize returns, manage parts inventory more efficiently and service distributors, jobbers, retailers and service dealers.

CRP Automotive recognized a need in the market for easy to access technical and application data for automotive fluids. It answered the call by adding over 13,000 vehicle applications for its Pentosin Fluids to the Ecatalog. David Hirschhorn, Director of Brand Management states "We're adding applications every day and the data will be made even more robust over the next few months making it an extremely useful tool to find technical fluid application data".

Included in CRP Automotive's technical fluids program are antifreezes for both European and Asian makes including its newest addition, Pentofrost A1, specially formulated for Toyota group vehicle applications from 1985 to 2004 that require red antifreeze. Superior brake fluids covering DOT4 and low viscosity applications, hydraulic fluids such as CHF 11S and CHF 202, fully synthetic motor oils with the most current OE specifications as well as automatic and manual transmission fluids inclusive of the specially formulated fluids for Audi/Volkswagen, BMW and Porsche double clutch transmissions.

"CRP Automotive is confident that by including Pentosin on Activant's Ecatalog, we will further build brand awareness and brand loyalty to our Pentosin Technical Fluids program" states David Hirschhorn.



AUTOMOTIVE

CRP Industries Inc. 35 Commerce Drive Cranbury, NJ 08512 USA

office 609.578.4100

fax 609.578.4109

### **About CRP & Pentosin:**

As Pentosin's NAFTA partner since 1983, CRP Automotive ships from distribution centers in New Jersey, California, Canada and Mexico. Pentosin fluids are engineered to meet the demanding OE standards set by many of Europe's leading automobile manufacturers. Founded in 1927, Pentosin is a leader in the field of technical fluids; and maintains its solid position through a combination of commitment to research & development and state-of-the-art manufacturing processes. Quality control and certification are integral to the Pentosin process, and Pentosin products are original fill on a number of European, Asian and domestic car brands.

For additional information visit the CRP/Pentosin website at ([www.pentosin.net](http://www.pentosin.net)).