



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 LAUNCHES CONTITECH REPLACEMENT BELTS FOR VEHICLE STOP/START SYSTEMS

- First to market with aftermarket applications for 'SILENT GRIP' and 'TOUGH GRIP' belts
-

Cranbury, NJ...CRP Automotive, a leading source of OE-quality replacement and service parts, is the first to market with ContiTech replacement belts for applications that use start/stop technology. The new belts, ContiTech SILENT GRIP and ContiTech TOUGH GRIP, were originally developed by ContiTech to solve specific problems on major OE applications. The aftermarket replacement belts are made by ContiTech to the same OE specifications and are now available from the CRP Automotive NAFTA distribution system.

According to David Hirschhorn, Director, Brand Management, "The complicated engines used in some of today's vehicles create very harsh environments and start/stop technology places much more demanding loads on the belt drive than those experienced by vehicles without these systems. The ContiTech SILENT GRIP and ContiTech TOUGH GRIP stop/start system belts incorporate a special technology to overcome these issues and meet stringent OE requirements for new vehicle production by Audi, BMW, Chrysler, Dodge, Jeep, Volvo, and Volkswagen."

Reduces System Noise

To help minimize the belt drive noise from start/stop systems, ContiTech SILENT GRIP belts feature an extra layer of rubber with a Teflon® coating and textile fabric on the rib side of the belt. The belts are available for use on popular model year and engine applications for BMW ACTIVEHYBRID 5 and 7; Volvo S60, C30, C70, S40, V50, and S60; Audi A3; and Volkswagen Beetle, Golf, Jetta, and Passat.

Withstands Harsh Environment

To offset the harsh environments created by today's engines and withstand the demanding loads placed on drive belts by start/stop technology, ContiTech TOUGH GRIP belts feature an extra layer of cotton on top of the rubber on the rib side of the belt. The belts are available for popular model year and engine applications on Chrysler 200, 300, and Town & Country Van; the Dodge Durango, Charger, Challenger, Avenger, Grand Caravan, and Journey; the Jeep Grand Cherokee; the Ram C/V; and the Volkswagen Routan.

Editor note: See attached PDF in sidebar for complete list of vehicles applications.

ContiTech belts and belt kits are backed by the CRP Automotive standard of excellence. For more information, visit www.contibelts.com

Easy Online Lookup

In addition to the 2014 ContiTech Domestic Catalog, the ContiTech catalog can be accessed as a downloadable PDF from the CRP Automotive website, www.contibelts.com. An application look up is also available on CRP's online application catalog, Show Me the Parts @ www.showmethепarts.com/crp/.

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

Editor Note: Image file: CRP ContiTech SG-TG Belts.jpg

[Caption]: ContiTech SILENT GRIP and TOUGH GRIP replacement belts for vehicle stop/start systems from CRP Automotive.

226-14/CP217