



PRESS RELEASE

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CRP OFFERS CONTITECH ACCESSORY DRIVE SYSTEM SERVICE POSTER TO HELP EDUCATE VEHICLE OWNERS

- Increases consumer awareness for need of proper accessory drive system service -

Cranbury, NJ...CRP Automotive, a leading source of OE-quality replacement and service parts, has developed a special ContiTech Accessory Drive System Service Poster, which is part of an overall support program for its ContiTech Serpentine Belts and Accessory Drive Kits.

The poster is designed to promote awareness and educate consumers about the need and benefits of maintaining a properly serviced accessory drive system. It shows vehicle owners how they can ensure even belt wear and prevent potential damage by replacing key accessory drive system components at the same time the belt is replaced.

In developing the new poster, CRP product managers illustrated all of the parts that make up the vehicle's accessory drive systems and provided callouts to indicate the vital role they play in that system, so consumers can have a better understanding of the service and parts requirements that may be needed to maintain their vehicle properly.

The poster, which measures 17" x 22" will be a useful tool that auto service professionals can use to help explain the service needs of the accessory drive system to their customers, and as a check list in their routine service work. Professional repair technicians can get the ContiTech® Accessory Drive System Service Poster free of charge from their local parts supplier.

CRP Automotive offers an all makes/all models ContiTech serpentine belt program for both domestic and import vehicles. Also known as Multi-Rib Belts, the ContiTech belts are OE-quality in form, fit, and function. They are also original equipment on many of the world's finest automobiles including: Audi, BMW, Chrysler, Dodge, Ford, GM, Hyundai, Jeep, Kia, Lincoln, Lotus, Maserati, Mercedes Benz, Nissan, Porsche, Rolls Royce, Volkswagen, and Volvo.

Easy Online Lookup

The ContiTech Serpentine Belts and ContiTech Accessory Drive Kits feature easy look up on CRP's online application catalog, which can be accessed through the CRP Automotive ContiTech brand website, www.contibelts.com, or Show Me the Parts @ www.showmetheparts.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.crapautomotive.com

Editor Note: Image: CP_ContiTech_Belt_poster.jpg

Caption: The ContiTech belt poster is designed to help promote awareness and proper service for automotive accessory drive systems.

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