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**PRESS RELEASE**

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**New CRP Automotive Website Makes It Easier for Pros to Find the Latest Information on Parts and Repairs**

- Mobile-friendly site features easy navigation and multiple search options for products, tech tips, and service solutions

Cranbury, NJ… CRP Automotive, a leading source of OE-quality replacement and service parts, has just launched a new website at [www.crpautomotive.com](http://crpautomotive.com/) for professional repair technicians that makes it easier and faster to find the latest information on parts and repairs. The new, mobile-friendly site features easy navigation and multiple search options for products, tech tips, and service solutions, along with technical videos, installation instructions, and the latest news from CRP Automotive’s brands - AAE Steering System Components, REIN Replacement Parts, Pentosin Technical Fluids, and AJUSA Gaskets.

According to Monika LaPrete, CRP Industries Marketing Communications Director, the new website was created to improve the user experience for professional automotive technicians and make it easier for them to access the latest information on new product announcements and service and repair procedures, as well as installation instructions.

LaPrete noted, “We want our website to be both a destination and a tool that users visit on a regular basis to find sustainable solutions to problems caused by advancing technology. The site is very user friendly, with the information needed directly at hand. CRP Automotive is always looking to be a ‘problem-solver’ in the aftermarket and this new website is built with that in mind.”

**Improved search function**

The parts application search tool on the new CRP Automotive website allows users to quickly find the exact part or service kit required to complete the job and do it right. The search function, powered by Show Me The Parts, allows users to search by brand, product category, part, or application. The updated search capabilities help technicians to save time and hassle during repairs.

**Wealth of information**

The new CRP Automotive website also serves as a comprehensive library of assets for technicians interested in CRP Automotive and its brands. It showcases new products with New Parts Highlights, News, and Press Releases, and also houses product literature, SDS documents, tech tips and service alerts, as well as upcoming events. The site also provides easy access to all of CRP Automotive’s popular *Inside The Brands* YouTube videos where product managers present the latest product innovations and advancements of the CRP Automotive brands.

**Jumpstart Team Sign up**

Join CRP Automotive’s Jumpstart Team. It’s the best way to stay up to date with the latest information on CRP Automotive brands and products. Sign up is quick and easy, just visit: [www.crpautomotive.com/jumpstart](http://www.crpautomotive.com/jumpstart).

**About CRP Automotive**

CRP Automotive, a business unit of CRP Industries, is a leading name in high-quality automotive replacement parts throughout North America. Our family of brands, which includes AAE Steering System Components, REIN Replacement Parts, Pentosin Technical Fluids, and AJUSA Gaskets covers a wide range of product categories — and an even more extensive range of vehicle applications.  We create sustainable solutions to problems caused by advancing technology — keeping vehicles on the road longer and stronger. To ensure we are always in touch with the current and future needs of the market, we maintain a close connection with the professional repair technicians who select and install our products in imported and domestic vehicles.

For additional information, visit: [www.crpautomotive.com](http://www.crpautomotive.com)

*Image file:*

*New-CRP-Automotive-Website.jpg*

*Caption:*

*New CRP Automotive website makes it easier for professional technicians to find the latest information on parts and repairs*

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