



PRESS RELEASE

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CRP Automotive Introduces New Packaging for Pentosin Brand

- Featured on Anti-Freeze, Brake and Hydraulic Fluid, Motor Oil, and Transmission Fluid -

Cranbury, NJ...CRP Automotive, a leading source of OE-quality replacement and service parts, now offers the complete line of Pentosin Technical Fluids. The new packaging scheme is featured on all of Pentosin's Anti-Freeze, Brake Fluid, Hydraulic Fluid, Motor Oil, and Transmission Fluid product lines.

The driving force behind the packaging strategy was the need to create line uniformity, facilitate easy application identification, and stand out against competitive brands. CRP Automotive focused on creating easy readability, message clarity, and visual appeal, while maintaining strong branding to help customers find the right product for their needs.

The new package features an updated design with an overall look that is consistent across the entire family of products, yet distinguishes between product categories for easy recognition. In addition to giving the overall line a strong and uniformed professional appearance, the new packaging also reflects latest compliance requirements for chemical products.

Pentosin is globally recognized as the industry leader in central hydraulic fluid technology and has earned numerous OE approvals and achieved over 27 first fill approvals with leading vehicle makers. A specialist in technical automotive fluid technology, Pentosin is the leading developer of double clutch transmission fluid and works very closely with OEMs to innovate suitable formulations to meet their application specifications. Pentosin technical fluids are made in ISO 16949:2002 and ISO 14001:2004 certified facilities. They are engineered to meet the demanding standards and specifications established by many of the world's leading automobile manufacturers.

All Pentosin technical fluids are backed by the CRP Automotive standard of excellence. For more information, visit: www.pentosin.net

Easy Online Lookup

The Pentosin Transmission Fluids program features easy look up on CRP's online application catalog, which can be accessed through the CRP Automotive Pentosin brand website, www.pentosin.net, or ShowMeTheParts, 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

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Image file: CRP Pentosin Family 2016.jpg

[Caption]: CRP Automotive now features new packaging for the complete line of Pentosin Technical Fluids.

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