



## PRESS RELEASE

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## **CRP Automotive Reaches Century Milestone with Informative *Inside The Brands* Educational Video Series**

**- 100<sup>th</sup> video will air April 24, 2019 as continuation of series that launched in May 2015**

Cranbury, NJ... CRP Automotive ([crpautomotive.com](http://crpautomotive.com)), a leading source of OE-quality replacement and service parts, has completed the 100<sup>th</sup> episode of its informational '*Inside The Brands*' educational video series, which was developed as an informational and technical resource for professional automotive technicians. The new video is set to launch on April 24, 2019.

Monika LaPrete, CRP Industries Marketing Communications Director, noted that unlike the previous 99 videos created by the CRP brand management team, the new 100<sup>th</sup> episode will not cover a particular technical topic, but instead has been cast as a 'thank you' to fans and followers of the series and features entertaining bloopers and outtakes.

Launched in May of 2015, the series features brief presentations and demonstrations from CRP Automotive's AAE, Rein Automotive, Continental, Pentosin, and AJUSA brand managers. In addition to an e-newsletter style distribution to opt-in subscribers, The *Inside The Brands* series can be viewed on CRP Automotive's YouTube channel.

CRP Automotive's VP of Marketing & Sales, Mike Palm, added, "The 100<sup>th</sup> episode of the '*Inside The Brands*' series is a wonderful milestone for our company. CRP Automotive prides itself on education and problem solving, which is why we created this series. We want to ensure that technicians are regularly provided with valuable information that will help them excel at their jobs."

CRP Automotive's video series is designed to keep professional technicians up to date with the latest tips, tricks, techniques, and product development information. The series features short tutorials from all of our company's brand managers and covers common service issues, new product innovations, and repair techniques in a simple and straightforward format.

Automotive technicians and part professionals who wish to receive new '*Inside The Brands*' videos as they are released can sign up at: [www.crpautomotive.com/jumpstart](http://www.crpautomotive.com/jumpstart)

The *Inside The Brands* video series airs bi-weekly on the CRP Automotive YouTube page at: <https://www.youtube.com/crpautomotive1>

### **About CRP Automotive**

CRP Automotive is a leader in the manufacture, marketing, and supply of OE quality import automotive parts. CRP provides some of the industry's leading brand names, including AAE Steering System Components, Rein® Automotive Parts and Accessories, Continental Automotive Belts and Kits, Pentosin Technical Fluids, and AJUSA Engine Parts. All products are backed by the CRP promise of quality and superior service. Founded in 1954, CRP Automotive has established a solid reputation for exceeding its customers' expectations. CRP maintains key distribution centers in North American markets.

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

*Image file: CRP Inside The Brands 100 Episode.jpg*

*Caption: CRP Automotive launches 100<sup>th</sup> episode of Inside The Brands educational video series.*

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