



PRESS RELEASE

For additional information contact:

Monika LaPrete

CRP Automotive

Marketing Communications Director

Phone: (609) 578.4100

E-mail: mlp@crpindustries.com

CRP Automotive Wins 2018 Best Performance Product for Rein Automotive Aluminum Water Pump Pulley & Belt Kit

- Presented during Import Vehicle Community' Import Product and Marketing Awards

Cranbury, NJ... CRP Automotive (crpautomotive.com), a leading source of OE-quality replacement and service parts, received the Best Performance Product Award from the Import Vehicle Community at their annual Import Products and Marketing Awards ceremony during the 2018 Automotive Aftermarket Products Expo (AAPEX) Show in Las Vegas, NV. The award was given for the Rein Automotive Aluminum Water Pump Pulley & Belt Kit (Part No. PKW0002).

The Rein Automotive Aluminum Water Pump Pulley & Belt Kit was designed to deliver better than OE performance and includes a, Rein aluminum replacement pulley, a genuine Continental serpentine belt, and all the required hardware needed to mount the pulley to the water pump. The Rein aluminum pulley is designed to deliver an extended service life and reduce the potential for catastrophic engine damage. The Rein aluminum pulley replaces the OE plastic pulley, which has been known to crack from use over time or during water pump replacement.

Application coverage includes popular BMW models from 1999 to 2006. Rein Automotive Aluminum Water Pump Pulley and Belt Kits provide coverage for over one million vehicles in operation across the United States and Canada.

About Rein Automotive

Rein Automotive offers a wide range of OE-quality automotive replacement parts for import vehicle applications, from motor mounts to hose assemblies, and just about everything in-between. Rein programs include AC parts, an anti-vibration program, an expanded hose program including power steering hoses, and a master cooling program inclusive of coolant hoses, water pumps and kits, coolant expansion tanks, thermostats, and thermostat assemblies along with caps and sensors. The Rein Automotive name stands for consistent and reliable quality. Whether for European or Asian vehicles, only high-quality parts wear the Rein Automotive name.

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

Image file: CRP 2018 IVC Award.jpg

Caption: (Left to Right) Jens Schueler, Import Vehicle Community Chairman, presents the 2018 Best Performance Product Award to Monika LaPrete, Marketing Communications Director - CRP Industries, Alex Ragucci, CRP Automotive Product Manager, and Abe Garweg, CRP Automotive VP of Innovation.

#

Media contact:

Tony Barolin

Barolin + Spencer

800-536-6222

tbarolin@barolin-spencer.com

316-18/CP861