



## PRESS RELEASE

For additional information contact:  
Monika LaPrete, Marketing Communications Director  
Phone: (609) 578.4100  
E-mail: [MLaprete@crpindustries.com](mailto:MLaprete@crpindustries.com)

# CRP Automotive Marks 40 Years of Pentosin Technical Fluids in North America

**- Leading brand of high-tech fluids has been sold in North America since 1983**

Cranbury, NJ... CRP Automotive ([crpautomotive.com](http://crpautomotive.com)), a leading source of OE-quality replacement and service parts, is recognizing the 40<sup>th</sup> anniversary of the Pentosin brand of technical fluids in North America. CRP Automotive began selling Pentosin fluids in the North American market in 1983 and offers the import vehicle community a comprehensive line of antifreeze, brake fluids, hydraulic fluids, motor oil, transmission fluids and kits. CRP Automotive will mark the anniversary with specialty signage and featured products at this year's AAPEX Show in Las Vegas, Nevada from October 31<sup>st</sup>-November 2<sup>nd</sup>, 2023.

"We're thrilled to be celebrating four decades of offering the Pentosin brand to our wide and loyal customer base in the North American market," said Mark Malone, Pentosin Brand Director. "These are fluids that are trusted by the OE market for 'first fills' and our customers trust that when they choose a Pentosin fluid, they are choosing a product that will meet the technical challenges of today's advanced European and Asian vehicles."

For more information on the Pentosin line, visit [crpautomotive.com/brands/pentosin/](http://crpautomotive.com/brands/pentosin/), or stop by the CRP Automotive booth (Booth #A3471) at the 2023 AAPEX Show.

### **About the Pentosin Brand**

The Pentosin brand is well known for innovative high-tech automotive fluids for Asian and European vehicles. Pentosin is manufactured to meet or exceed the highest standards and specifications of leading OEMs worldwide. And by partnering directly with the car manufacturer, the Pentosin brand is able to offer unique fluids to meet today's challenging technical innovations for a wide range of applications. CRP Automotive offers a Pentosin program of antifreeze, brake fluids, hydraulic fluids, motor oil, and transmission fluids.

### **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, and Pentosin Technical Fluids

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:*

CRP-Automotive-Pentosin-40th-Anniversary.jpg

*Caption:*

*CRP Automotive is noting the 40<sup>th</sup> Anniversary of offering its Pentosin brand of technical fluids to import customers in North America.*

# # #

Media contact:

Jake Spencer

Barolin + Spencer

800-536-6222

[jake.spencer@barolin-spencer.com](mailto:jake.spencer@barolin-spencer.com)

299-23/CP1127