



## PRESS RELEASE

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# CRP Automotive Announces New Pentosin Brand Management Team

## - CRP Appoints Christian Eichstaedt and Alex Aller to Pentosin Team

Cranbury, NJ... CRP Automotive ([crpautomotive.com](http://crpautomotive.com)), a leader in automotive parts and technical fluids, is pleased to announce the appointment of a new Pentosin brand management team. Coinciding with the recent retirement of longtime Pentosin Brand Director Mark Malone, the Pentosin brand will now be led by Christian Eichstaedt, Director of Innovation, and Alex Aller, newly appointed Pentosin Product Manager.

Christian Eichstaedt, CRP's Director of Innovation, will be adding the Pentosin brand to his product innovation leadership responsibilities, which currently includes identifying and creating a steady stream of first-to-market, problem-solving solutions for today's vehicle challenges. Christian joined CRP in November 2022, bringing with him over 30 years of automotive aftermarket experience, including significant expertise in technical fluid product management.

Alex Aller has been promoted to Pentosin Product Manager, taking ownership of all Pentosin product management responsibilities. Over the past three years, he has consistently demonstrated exceptional leadership and performance as part of CRP's Product Innovation team. Alex began his automotive career as an Acura Master Certified Technician. His hands-on experience and product management skills position him well to drive continued growth for the Pentosin brand.

Mike Palm, CRP's Vice President of Sales and Marketing, expressed confidence in the new team during his announcement: "The new appointments of Christian and Alex will continue to strengthen our Pentosin product management team and reflect our ongoing commitment to the brand's growth. We look forward to the positive impact these transitions will have on our shared success."

### **About Pentosin**

Pentosin is well known as a leading innovator and manufacturer of high-tech automotive fluids for Asian and European vehicles. Pentosin is approved and recommended for use as both initial fill (OEM) and service refill by over 30 international automotive manufacturers. By partnering directly with the car manufacturer, Pentosin is able to develop unique fluids to meet today's challenging technical innovations for a wide range of applications. For over 40 years, CRP Automotive has been offering the North American import vehicle community a comprehensive line of Pentosin antifreeze, brake fluids, hydraulic fluids, motor oil, transmission fluids and kits.

### **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: [Christian-Eichstaedt-Portrait.png](#)*

*Image file: [Alex-Aller-Portrait.png](#)*

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