



## **PRESS RELEASE**

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# **CRP Automotive Announces New National Sales Manager for Wholesale Distribution**

**- CRP adds Andy Peckham, National Sales Manager – Wholesale Distribution, to its sales team**

Cranbury, NJ... CRP Automotive ([crpautomotive.com](http://crpautomotive.com)), a leader in automotive parts and technical fluids, is pleased to announce the addition of Andy Peckham to its team as National Sales Manager for Wholesale Distribution.

Peckham will manage a portfolio of regional and national customers, focusing on relationship building and strategic growth through tailored sales initiatives while delivering on CRP's customer first promise. He said, "I am looking forward to strengthening CRP's presence in the market and driving continued success through collaboration and customer-focused strategies by delivering meaningful solutions to our partners."

Before joining CRP Automotive, Peckham managed sales and technical support for Valeo Service US as Division Tech Care & Trade Marketing Specialist. Prior to that, he spent more than a decade at TI Fluid Systems in roles that included driving strategic growth, supporting product launches, and improving quality standards.

Cory Martin, Director of Sales, Wholesale Distribution Channel, welcomes Peckham stating: "Andy brings a strong voice of customer perspective being a Master Tech and more than 15 years of automotive aftermarket industry experience. We're looking forward to the positive impact Andy will have on our shared success."

Peckham is a Master Automotive Technician, a graduate of Saginaw Valley State University, and a member of the MEMA – MiX Executive Committee Board.

### **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: [Andrew-Peckham-Portrait.jpeg](#)*

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