



AUTOMOTIVE

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## PRESS RELEASE

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### **New Rein Automotive OE-Quality Undercar Program** **Offers 1,000 SKUs for European Applications**

CARTERET, N.J., November 3, 2008: If you are replacing undercar parts like control arms, wheel bearings and motor mounts, then quality equals safety. After all, if a part fails due to improper form, fit and function, a lot more than the installer's reputation is at risk. With the new **Rein Automotive Undercar** genuine replacement parts program, professional installers now have access to more than 1,000 SKUs covering a wide range of OE-quality under car replacement parts for European car applications.

By choosing Rein Automotive genuine replacement undercar parts, you are assured of consistent and reliable quality. From axle boot kits to wheel bearings and just about everything in-between, the Rein Automotive Undercar program supports a wide range of OE-quality automotive replacement parts that CRP has been supplying for many years. The name Rein Automotive evokes CRP's heritage as a primary source for German OE-quality engineered parts. And the German word "Rein" translates to "pure", so you can be confident our parts are correct in form, fit and function.

The Rein Automotive Undercar program currently offers over 1,000 SKUs for a wide variety of import applications including Audi, BMW, Mercedes-Benz, Mini, Porsche, Saab, Volkswagen and Volvo. Current parts categories available include:

- *Anti-vibration – From late models to the latest applications, Rein Automotive offers OE-quality anti-vibration parts including motor mounts, transmission mounts, strut mounts, and bushings.*



- *CV Boot Kits – Rein Automotive offers an application specific OE-quality inner and outer axle boot kit program covering all European front wheel and all-wheel drive vehicles.*
- *Suspension – The Rein Automotive OE-quality suspension components program consists of camber struts, control arms, sway bar links, and tie rods for European vehicles going back to 1989.*
- *Bearings & Wheel Bearing Kits – The Rein Automotive OE-quality wheel bearing & bearing kits are complete with every single part required to insure a proper, safe and less-time consuming installation.*

### **About CRP Automotive:**

Founded in 1954 as the North American partner of Continental AG, CRP has established a solid reputation for exceeding its customers' expectations. Shipping from distribution centers in New Jersey, California, Canada, and Mexico, CRP has been a leading source of OE-quality replacement parts for Asian and European import applications. As the respected NAFTA market partner for *ContiTech* branded belts and *Pentosin* technical automotive fluids, CRP has now introduced a third core brand to its offering, ***Rein Automotive***. All products are backed by the CRP promise of quality and superior service.

For additional information, visit the CRP Industries Web site at [www.crpindustries.com](http://www.crpindustries.com).

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