



PRESS RELEASE

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CRP Automotive Employs ‘Virtual Roadshow’ to Connect with Customers and Industry Partners

- Direct online meetings deliver program presentations, training, and new product introductions in lieu of traditional trade events

Cranbury, NJ... CRP Automotive (crpautomotive.com), a leading source of OE-quality replacement and service parts, has launched a high-powered, multi-faceted ‘Virtual Roadshow’ to connect with key customers and industry partners in response to cancelled trade shows and business conferences in 2020. CRP is using the CRP Virtual Roadshow to take its message about new programs and products during online meetings and workshops with customers, sales representatives, and buyers.

The virtual initiative, which is being conducted by CRP Automotive sales channel and product managers also includes a variety of training sessions and debuts a selection of new products from the company’s famous ‘Hot Products’ table. Over the past few years, the CRP Hot Products Table has become a popular attraction for AAPEX show attendees looking to learn more about the company’s latest product innovations and line extensions from its AAE, Rein and Pentosin brands.

“We are very excited about the CRP Virtual Roadshow and have already hit the road, so to speak, holding numerous meetings since October,” noted Michael Palm, CRP’s VP of Marketing & Sales. “We have been working very hard on the development of a wide range of automotive aftermarket programs and new products that will make life easier for our distributor and service technician customers. Unlike typical online meetings, our Virtual Roadshow is designed to bring an interactive experience and collaborative conversation to our customers. Our products are highly innovative and we adapted our presentations to reflect that level of innovation.”

Palm also added that CRP Automotive will be conducting its Virtual Roadshow with existing customers throughout the balance of 2020 and welcomes the opportunity to meet with any new customers or prospects that may be interested in learning more about CRP’s programs for 2021.

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, Pentosin Technical Fluids and AJUSA Gaskets 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

Image file: CRP-Automotive-2020-Virtual-Roadshow.jpg

[Caption]: CRP Automotive will conduct customer meetings, program presentations, and training sessions during their 2020 'Virtual Roadshow'.

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