



## CRP Automotive Appoints Christian Eichstaedt as Director of Innovation

**- Responsible for identifying and developing solutions for emerging technologies**

Cranbury, NJ... CRP Automotive ([crpautomotive.com](http://crpautomotive.com)), a leading source of OE-quality replacement and service parts, has named Christian Eichstaedt as Director of Innovation for its Automotive business. The announcement was made by Michael Palm, Vice President of Sales and Marketing at CRP Industries, who noted that Eichstaedt will be responsible for continuing to build CRP Automotive's reputation as one of the most innovative suppliers in the automotive aftermarket by developing strong relationships with professional repair technicians and our channel distribution partners.

A proven industry veteran, Eichstaedt has spent the last 25 years in the automotive aftermarket. Prior to joining CRP, Eichstaedt was Director of Aftermarket Sales, North America for thyssenkrupp Bilstein, NA, where he led sales, customer service, and training for Bilstein branded and private label ride control products. Eichstaedt also enjoyed a successful fifteen-year career with IMC (Interamerican Motor Corporation) where he started out as a Product/Car Line Manager for Mercedes-Benz and BMW before moving on to Director of Product Development for European Car lines.

In making the announcement, Palm noted, "Christian is a welcome addition to our diverse organization. His years of experience and expertise in the automotive aftermarket will certainly help us to continue to identify and create an unending stream of first to market problem solving solutions for today's ever changing technology challenges. His ability to connect and engage with professional repair technicians will ensure we have a strong voice of customer from the user of our product solutions."


Christian Eichstaedt is a graduate of the University of Hamburg, Germany and holds a Master's Degree in Business Administration.

### 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.

### Jumpstart Team Sign up

Join CRP Automotive's Jumpstart Team. It's the best way to stay up to date with the latest information on CRP Automotive brands and products. Sign up is quick and easy, just visit: [www.crpautomotive.com/jumpstart](http://www.crpautomotive.com/jumpstart).

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