



PRESS RELEASE

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CRP Automotive Promotes Cory Martin to Vice President of Sales

Cranbury, NJ – CRP Automotive (crpautomotive.com), is pleased to announce the promotion of Cory Martin to Vice President of Sales, CRP Automotive.

In his new role, Martin will lead the sales organization, driving customer engagement, sales growth, and commercial strategy across the CRP Automotive's aftermarket business. He will collaborate across the organization to deepen customer relationships and advance CRP's customer first strategy in support of long-term growth objectives. Martin joined the CRP sales team in 2016, and most recently was Director of Sales, Wholesale Distribution.

"Cory has consistently demonstrated the everyday leadership, business acumen, and customer-first mindset that are essential to CRP's continued success," said Mike Palm, Head of Sales, Product & Marketing. "He brings extensive industry knowledge and experience, earning the trust of both our customers and colleagues, and we are excited to see him take on this expanded leadership role."

Supporting CRP's Next Phase of Growth

Martin's promotion is part of a broader organizational evolution designed to strengthen CRP's executive leadership and position the company for future growth. As customer needs and market dynamics continue to evolve, these leadership changes will drive stronger collaboration, clearer accountability, and faster decision-making while creating greater alignment between strategy and execution. By promoting leaders from within, CRP is strengthening its focus on customer engagement and operational excellence while building the leadership capabilities needed to support long-term success and deliver even greater value to customers.

"I am honored by this opportunity and excited about the future," said Martin. "With an exceptional team, strong customer relationships, and significant growth potential, CRP is well positioned for continued success. I look forward to working with our partners to build on that momentum."

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

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