

## PRESS RELEASE

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## CRP Automotive Introduces AJUSA Cylinder Head Bolt Program

- OE-quality head bolts are packaged as sets for vehicle specific applications -

**Cranbury, N.J., December 2012** - CRP Automotive, a leading source of OE-quality replacement parts for Asian and European import vehicle applications, has introduced a new AJUSA Cylinder Head Bolt program that offers industry-leading coverage on Asian and European applications. The program features an OE-quality line of cylinder head bolts that come packaged as sets for vehicle specific applications. The sets are provided in a shrink-wrapped cardboard box with assembly lube included.

"We see a great deal of opportunity for our head bolt program," noted Michael Palm, VP Sales & Marketing. "Most modern engines use stretch or torque to yield bolts in their designs, and these need to be replaced whenever the cylinder head is removed. AJUSA offers one of the widest and deepest cylinder head bolt programs in the industry." CRP currently offers 103 SKUs for Asian and European applications which is 52 more than their closest competitor.

All AJUSA Head Bolt Sets are manufactured to ISO9001 and TS16949 standards. Make and model coverage includes Acura, Audi, BMW, Honda, Land Rover, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Toyota, Volvo, and VW.

### Easy Online Lookup

The AJUSA Cylinder Head Bolt program features easy look up on CRP's online application catalog, which can be accessed through the CRP Automotive AJUSA brand website, [www.ajusaparts.com](http://www.ajusaparts.com), or Show Me the Parts at [www.showmethetheparts.com/crp](http://www.showmethetheparts.com/crp).

### About AJUSA

AJUSA is a leading international manufacturer of automotive gaskets/sets, cylinder head bolt sets, and hydraulic lifters. Manufactured in Spain, AJUSA offers the world's widest coverage of European and Asian applications.



AJUSA Cylinder Head Bolt program offers industry-leading coverage for European and Asian applications.

### **About CRP Automotive**

CRP Automotive is a part of CRP Industries, a leader in the marketing and supply of automotive parts and industrial products. CRP Automotive provides some of the industry's leading brand names, including ContiTech® Automotive Belts, Rein® Automotive Parts and Accessories, Pentosin® Technical Fluids, and AJUSA Engine Parts. All products are backed by the CRP promise of quality and superior service. Founded in 1954 as the North American partner of Continental AG, CRP Automotive has established a solid reputation for exceeding its customers' expectations. CRP maintains key distribution centers in New Jersey, California, Canada, and Mexico.

For additional information, visit: [www.crpautomotive.com](http://www.crpautomotive.com)