



FOR IMMEDIATE RELEASE: *Professional Technician Channel Only!*

Centric Parts Launches 'Ultimate Summer Getaway' to Promote GCX Rotors and PQ PRO Brake Pads as the Ultimate Braking Solution

- Multi-faceted promotion runs from Aug.1 to Sept. 30, 2019, with free gifts and exciting prizes for technicians

Carson, CA – Centric® Parts, a division of APC Automotive Technologies and North America's leading manufacturer and supplier of aftermarket brake and chassis components and systems, has just launched a new and exciting promotion built around two of its newest and most advanced brake products, GCX Brake Rotors and PQ PRO Brake Pads.

Entitled, 'Ultimate Summer Getaway,' the promotion begins on Aug. 1, 2019 and ends on Sept. 30, 2019. It is designed to generate excitement around the GCX and PQ PRO brands and encourage professional technicians to recommend GCX Brake Rotors and PQ PRO Brake Pads to their service customers as the ultimate braking solution.

Details are available at: www.centricpromo.com.

For professional automotive technicians only

The promotion is open to all qualified professional automotive technicians and all they have to do is sign up and register on the 'Ultimate Summer Getaway' promotional website at www.centricpromo.com. More information is also available from Centric Parts Sales Support Specialist, Shy Howard, at 310-961-5543 or promotions@centricparts.com.

When technicians sign up, they get a Free 100% Poly T-Shirt with their enrollment (one per customer) and an opportunity to win valuable Grand Prizes with every GCX Rotor or PQ PRO Brake Pad set they install. Participation is easy. To enter, all the technician has to do is take a selfie with each installation and send it in to Centric Parts. Every selfie is an automatic entry, and there's no limit on the number of entries.

The promotion features a wide range of prizes: Grand Prize has a value of \$5000 and includes a choice of Great Outdoors Experience, Gourmet BBQ Experience, or Adventure Experience. There are 10 2nd Grand Prizes featuring Yeti Coolers valued at \$300 each and 100 3rd Grand Prizes of \$50 Visa Gift Cards. The Free T-Shirts and grand prize entries are only available to professional technicians.

Ken Selinger, Vice President of Product Management, announced the promotion and noted, "The primary objective of the promotion is to expand the awareness of our innovative, best-in-category products and create engagement with our professional technician customers. GCX Brake Rotors are vehicle-specific and engineered to match OE performance and provide superior protection from rusting and corrosion, while our PQ PRO Brake Pads deliver full stopping power smoothly and quietly without the need for pad bed-in. We feel that this exceptional combination gives today's professional technicians the ideal brake service advantage."

According to Jayme Farina, Vice President of Sales, "We want to bring in new customers and build more sales with our advanced new GCX Rotors and PQ PRO Brake Pads, so we've created an exciting and fun promotion for professional technicians that features a free T-shirt and chances to win exciting prizes every time they install GCX Rotors or PQ PRO Brake Pads on customers vehicles."

About Centric Parts

Centric® Parts is North America's leading manufacturer and supplier of aftermarket brake and chassis components for passenger vehicles, light and medium duty trucks, fleet vehicles, high performance vehicles, and racecars. Centric products are marketed under the Centric®, C-Tek®, PosiQuiet®, StopTech®, PQ PRO™, TACTICAL™ and Fleet Performance brands. For more information, visit www.CentricParts.com.

About APC Automotive Technologies

APC Automotive Technologies is a leading supplier of automotive, light truck, and heavy-duty replacement parts. Delivering one of the broadest lines of undercar parts in the market, APC provides a comprehensive product portfolio including full line of exhaust, brake, and chassis parts to traditional warehouse distributors, feeders, retailers, and performance and specialty channels. APC Automotive Technologies offers industry-leading product depth, customer service, and support. The company was formed in May of 2017 by the merger of AP® Emissions Technologies (Goldsboro, NC) and Centric® Parts (Carson, CA). For more information, visit www.APCAutoTech.com.

Image file: Centric-Ultimate-Summer-Getaway-Techs.jpg

Caption: Centric Parts Ultimate Summer Getaway Promotion featuring GCX Brake Rotors and PQ PRO Brake Pads runs from Aug. 1 through Sept. 30, 2019.

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