Press release

# Traditional ATE brand setting tomorrow's standards today

* ATE is setting trends in product development as well as through its service portfolio
* The ATE range of brake discs already goes a long way to complying with the EU's forthcoming ECE R90 standard
* Product highlights and a comprehensive package of services complete the portfolio

Frankfurt, 16th September 2014.As one of the leading developers and suppliers of OE brake systems, Continental is the long-term partner of choice for dealerships and workshops in the independent automotive components market thanks to its ATE brand. ATE stands for quality and outstanding expertise in the brake sector, qualities which characterize every element of its exceptionally extensive portfolio. In the field of brake pads, ATE possesses a range of different compounds tailored to meet the needs of varying vehicle models. The company's knowledge of the OEM sector gives ATE a decisive advantage in the aftermarket and permits the rapid development of compounds for new models. In the case of brake discs, ATE again focuses on providing the quality and reliability the future demands. That is why ATE already meets many of the requirements of the European ECE R90 standard for brake discs which is not due to take effect for passenger cars until November 2016.

## Highlights from ATE's product program

With ATE Ceramic, workshops can offer their customers genuine added value when performing brake repairs and thus stand out from the competition. The high-tech brake pads produce practically no dust when operated. This means that wheel rims remain clean and attractive for longer. ATE Classic is a range of products put together to permit professional and true-to-original brake repairs on classic cars. And ATE's PowerDisc brake disc range provides products for the high-performance segment.

In addition, ATE also supplies a range of brake-specific test devices and tools. These permit a reliable, professional approach to all aspects of brake repair and maintenance. The range extends from top-quality special tools for everyday use through brake maintenance devices and on to complex testers for service and diagnostic work.

## Services for independent workshops

With the ATE Brake Center, workshops are able to cover a major part of their requirements for expertise, replacement parts and wear parts from a single source. What is more, the practical training courses conducted by the Continental TrainingCenter provide workshop staff with the knowledge they need for their task. When faced with particularly difficult situations, they can also call the ATE technical hotline to find the right solution. Last but not least, ATE offers professional marketing material to help workshops promote themselves.

With sales of around €33.3 billion in 2013, **Continental** is one of the world’s leading automotive suppliers. As a provider of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires, and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently employs around 186,000 people in 49 countries.

The **Automotive Group** with its three divisions Chassis & Safety (sales of approx. €7.3 billion in 2013, roughly 36.500 employees), Powertrain (sales of approx. €6.3 billion in 2013, roughly 32,400 employees) and Interior (sales of approx. €6.6 billion in 2013, roughly 34,400 employees) achieved sales of approximately €20 billion in 2013. The Automotive Group is present in more than 170 locations worldwide. As a partner to the automotive and commercial vehicle industry, it develops and produces innovative products and systems for a modern automotive future in which cars provide individual mobility and driving pleasure consistent with driving safety, environmental responsibility, and cost-efficiency.

Within the Continental **Interior** Division the Commercial Vehicles & Aftermarket Business Unit accommodates the specific requirements of the commercial vehicle, special vehicle and aftermarket sector. A global network of sales and service companies ensures proximity to local customers. Covering the product brands Continental, VDO, ATE, Galfer and Barum the Business Unit offers electronic products, systems and services for commercial and special vehicles, a broad selection of products for specialized workshops and spare parts for the Independent Aftermarket and the Original Equipment Services after end of series production of the vehicle manufacturer.

Contact for Journalists

Frederick Wilde

External Communications  
Commercial Vehicles & Aftermarket  
Continental   
Phone: +49 69 7603-9406  
E-mail: Frederick.Wilde@continental-corporation.com

This press release is available in the following languages: German, English

Links

**Online Media Database: www.mediacenter.continental-corporation.com**