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**ATE Disc Brake Rotors Precisely Manufactured to Match Original Disc Brake Requirements**

**• Continental offers 100 years of OE brake system experience**

Allentown, PA,November 5, 2019. Continental Commercial Vehicles & Aftermarket, now offers a wide range of ATE Disc Brake Rotors to meet specific vehicle and customer applications. The rotors are precisely manufactured from the highest quality OEM materials to match original disc brake requirements. Over 100 years of brake systems expertise and experience goes into every rotor to deliver the right solution for safe and comfortable braking.

**ATE Original Brake Rotors** are precisely manufactured from the highest quality OEM specifications, surpassing even ECE-R90 standards. Offered in applications to fit a wide range of vehicle models and requirements, they feature the latest technology and high-quality materials. Every rotor corresponds exactly to the brake discs originally installed by the manufacturer, whether smooth, drilled, high-carbon, one-piece, pinned or riveted, and with or without wheel bearings. ATE Original brake discs offer extensive European coverage.

**ATE PowerDisc Brake Rotors** feature a stylish, custom appearance and an innovative technology that ensures safe braking even in wet conditions and in critical situations. Apatented multifunction groove is machined into the rotor to help remove dirt and gases, which helps to reduce fading and prevent scoring. This groundbreaking ATE innovation also reveals the amount of wear on the rotor at a glance and serves as a convenient replacement indicator for technician and customer alike.

**ATE Single Pack Brake Rotors** are designed to deliver exceptional braking performance with ultra-low noise and vibration. They are built from OE material and match the high-carbon content of the OE part. The rotors are high temperature resistant and incorporate a special corrosion protection coating. Full axle coverage is offered for an extensive range of European make and models. Each rotor is sold individually.

According to Dan Caciolo, Head of Product Management for Continental Independent Aftermarket Powertrain & Brake Systems, "Our ATE disc brake rotor programs offer the customer and technician multiple options all featuring high-quality materials, and most importantly over 100 years of OE brake system experience and know-how. We have everything needed to deliver optimal braking performance and the correct rotor for each individual application.”

ATE ([www.ate-na.com](http://www.ate-na.com)) is an aftermarket brand of Continental Corporation, one of the world's leading brake system manufacturers and suppliers. From the introduction of the first hydraulic brake system in 1926 to the development of the first antilock braking system prototype in 1967, the ATE brand has a rich history of innovation and experience in the design and production of advanced brake system technologies.

Continental Commercial Vehicles & Aftermarket is a leading aftermarket supplier of OE-engineered parts for HVAC and engine cooling, door systems, tire pressure monitoring systems, engine management, fuel systems and instrumentation, automotive diagnostic systems, premium wiper blades, and brake system parts and fluid.

**For more information:** [**www.ate-na.com**](http://www.ate-na.com/)

**or contact:** **salessupport-us@ate-na.com****.**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic, and transportation. In 2018, Continental generated preliminary sales of around €44.4 billion and currently employs more than 244,000 people in 60 countries and markets.

Information management in and beyond the vehicle is at the very heart of the Interior division. The product portfolio for different types of vehicles includes: instrument clusters, multifunctional and head-up displays, control units, access control and tire-information systems, radios, infotainment systems, input devices, control panels, climate control units, software, cockpits as well as services and solutions for telematics and Intelligent Transportation Systems. The Interior division employs around 48,000 people worldwide and generated sales of €9.7 billion in 2018.

Within the 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 web based managed services, fleet management and tachograph solutions 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.

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*Image file: ATE-Brake-Rotors.jpg*

*Caption: (left to right) ATE Power Disc Rotor, ATE Original Brake Rotor, and ATE Single Pack Rotor*

**Contact for journalists:**

Anouré V. Fenstermaker

Marketing Communications Manager
Continental
Interior / Commercial Vehicles Aftermarket
6755 Snowdrift Road, Allentown, PA 18106
Tel: (484) 705-1909 , Fax: (610) 289-1766
Email: anoure.fenstermaker@continental-corporation.com

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