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**Continental’s Expanded Brushless Blower Motor Program Leads Aftermarket in SKUs and Coverage**

**• Over 38 part numbers for most popular cars, vans, SUVs, and light trucks**

**• OE fit, form, and function for over 57 million VIO in U.S. and Canada**

**Allentown, PA** December 10, 2020 – Continental’s expanded Brushless Blower Motor Program leads the North American aftermarket in total SKUs and the widest applications available for import and domestic cars, vans, SUVs, and light trucks. The fast growing program features 38 part numbers, twice the offering of the closest competitor, and delivers application coverage for over 57 million VIO on U.S. and Canadian roads.

Continental Brushless Blower Motors are quality built for exceptional performance and trouble-free installation. They are designed to meet OE specifications and deliver vehicle-specific fit, form, and function. The electrical connections are an exact OE match, and no flying leads or wire splicing is used. Mounting flanges and ventilation tubes are the same as factory units, and no corrugated tubing or universal flanges are used. Continental also fits every motor with an application specific blower wheel to deliver like new performance.

Brushless blower motor designs provide a variety of benefits over traditional brushed blower motors. Quieter operating cycles at variable speeds, enhanced speed control and consuming less power during operation are just a few of the benefits. Without the use of brushes, service life is increased and response times to demands for heating and cooling of the cabin is faster. Operating range is greater as well because the entire HVAC system can be controlled and monitored by the vehicle’s ECU.

Rick Wagner, Senior Product Manager Electric Motors, Continental Commercial Vehicles and Services business unit noted, “Our brushless blower motor program offers the best choices in the aftermarket with the most part numbers and widest coverage in the category. In side by side comparisons, professional technicians agree that Continental brushless blower motors look, perform, and install identically to the OE motor.”

For more information, visit: continentalaftermarket.com

or contact: [salessupport-us@continental.com](mailto:salessupport-us@continental.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 2019, Continental generated sales of €44.5 billion and currently employs more than 233,000 people in 59 countries and markets.

Drawing on more than 120 years of cooperation with vehicle manufacturers, Continental offers a broad range of spare parts in OEM quality for the aftermarket. Under brands like Continental, ATE, VDO, REDI-Sensor, ClearContact, OEM DP, Autodiagnos, Uniroyal, Semperit, and GALFER, the technology company manufactures tens of thousands of products, including tires, brakes, drive components and thermal management components. It also provides diagnostic solutions, tools and services for repair shops. Continental is one of the most important suppliers in the independent automotive aftermarket.

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*Image file: Continental-Brushless-Blower-Motors.jpg*

*Caption: Continental’s Brushless Blower Motor Program delivers most SKUs and best coverage in the aftermarket.*

**Press contact**

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