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**Get Great European Coverage with ATE Original Brake Pads**

**• Formulated and tested to original equipment friction specifications**

**Allentown, PA** January 27, 2020 – Continental, a global supplier of brake systems and components, offers an exceptional line of ATE Original Brake Pads that delivers excellent coverage for over 88% of European makes and models. The pads are formulated to original equipment friction specifications and manufactured and tested to meet or exceed OE manufacturers standards.

To ensure that the pads deliver the ideal braking solution for specific vehicle applications, ATE engineers utilize over 150 different friction formulations. ATE Original Brake Pads are designed to deliver exceptional braking performance with smooth and quiet operation. The pads provide full braking power instantly without fade, squeal, or judder.

ATE Original Brake Pads are engineered for low heat transmission to prevent pedal failure and are equipped with underlayers and noise damping sheets to minimize noise and provide a smooth operation.

Dan Caciolo, Head of Product Management for Continental Independent Aftermarket Powertrain & Brake Systems, notes, “ATE Original Brake Pads are rigorously tested to not only meet OE manufacturers, but also exceed our own even more stringent safety and performance requirements.”

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, as well as 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**](mailto: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 Original Brake Pads.jpg*

*Caption: Continental ATE Original Brake Pads are built and tested to meet and exceed original equipment friction specifications.*

**Contact for journalists:**

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