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**New VDO REDI-Sensor Chosen as Best New Safety Product during AAPEX 2019**

**• Part No. SE10005 expands coverage to 2014 and newer Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, GMC, Hyundai, Jeep, Nissan, RAM, and Subaru**

Allentown, PA,November 19, 2019. Continental Commercial Vehicles & Aftermarket, a leading innovator and supplier of OE and aftermarket Tire Pressure Monitoring Systems and replacement parts, received the Best New Product Award in the Safety category for its new VDO REDI-Sensor SE10005 Multi-application TPMS Sensor. The award was given during the New Product Showcase Awards on November 5 at the 2019 Automotive Aftermarket Products Expo (AAPEX) Show in Las Vegas, NV.

The AAPEX New Product Showcase highlights the best new products making their debut during the 2019 AAPEX show. Entries were judged by pre-registered buyers and products receiving the highest votes were selected as the Best New Products.

Designed to follow OE vehicle relearn procedures, the REDI-Sensor SE10005 is compatible with all major TPMS tools and is ready to install right out of the box, with no need for programming or cloning. It will be available for sale during Q1 of 2020.

Lindsay Smith, Continental Product Manager, accepted the award and noted, “We are very excited to receive this prestigious award from AAPEX for our new REDI-Sensor SE10005 TPMS sensor. We design our products with the customer in mind and it is great to be recognized by automotive parts buyers for new product developments that help professional technicians improve their jobs.”

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, visit:** [**www.redi-sensor.com**](http://www.redi-sensor.com/)

**or contact:** [**salessupport-us@vdo.com**](mailto:salessupport-us@vdo.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: Continental-REDI-Sensor-2019-AAPEX-Award.jpg*

*Caption: Continental’s new VDO REDI-Sensor SE10005 TPMS Sensor named best new safety product at AAPEX 2019 (left to right) Bill Hanvey, President and CEO of Auto Care Association, Sean Lannoo, Continental* Sales Technical Training Specialist, Lindsay Smith, Continental Product Manager, Yasser Gad, Continental Technical Project Lead/Tire Information Systems, and Paul McCarthy, President of AASA.

**Contact for journalists:**

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[Image for review]

A group of people posing for the camera

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