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 **Continental Names Gary P. Mercer as Western Sales Manager**

## • Responsible for aftermarket program to traditional warehouse distributor network

**Allentown, PA** September 4, 2019 – Continental, a leading global supplier of systems, components, and tires to automobile and truck manufacturers, and a trusted provider of OE-engineered aftermarket parts, has named Gary P. Mercer as Western Sales Manager. In this role, Mercer will manage Continental’s aftermarket program for the traditional warehouse distributor network. Mercer will work with all of Continental aftermarket product lines including TPMS sensors and service parts, blower motors, fan assemblies, door systems, OE replacement parts, wiper blades, and brake system parts.

James McGonagle, Head of Aftermarket Sales North America for Continental Commercial Vehicles & Aftermarket (CVAM), made the announcement and noted, ”We are thrilled to have Gary Mercer join our team as our Western Sales Manager. Gary has worked for more than three decades in the automotive aftermarket and has a great deal of executive and sales experience as well as a proven expertise in product categories closely related to our business. We welcome Gary to the team and look forward to his contributions.”

Prior to joining Continental, Mercer has had a distinguished career in the automotive aftermarket industry in executive, sales, and marketing roles. Mercer was the Western Divisional Sales Director for Promax Auto Parts Depot and served as the Director of Sales and Marketing for Best Brakes, an OEM Brake Distributor. He was also Executive Vice President at ABC Brakes, where he helped to develop the company’s corporate structure and marketing plan to help bring a new supplier to the automotive aftermarket. As VP of Sales and Marketing at Transglobe Automotive Inc., Mercer created a marketing program that helped pave the way for business opportunities with major retailers and program groups. Mercer was also VP of Sales, Western U.S. at IAP /Dura International, VP Sales and Marketing at Best Brakes, and North American Aftermarket Sales Director for Brembo NA.

Mercer studied Business and Education at Youngstown State University and Business Administration and Management at Saddleback College. He holds the designation of Automotive Aftermarket Professional (AAP) from AWDA University and is an active member in the California Auto Wholesalers Association (CAWA), one of the primary leaders and partners of the Auto Care Association. He also serves on the CAWA’s Membership and Education Committee and the Manufacturers Advisory Council.

*Image: Continental-Gary-Mercer.jpg*

*Caption: Continental has named Gary P. Mercer as Western Sales Manager.*

**For more information, visit:**  [www.continental-aftermarket.com](http://www.continental-aftermarket.com) **or contact:** Anouré Fenstermaker - anoure.fenstermaker@continental-corporation.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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