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**Continental Names Denzel Lall as Sales Technical Training Specialist**

## • Lall will join Continental’s Training Team and cover the Western U.S.

**Allentown, PA** July 10, 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 Denzel Lall as Sales Technical Training Specialist. In this role, Lall will join Continental’s Training Team and be responsible for the organization, coordination, and execution of presentations and demonstrations for both existing and potential customers in the Western U.S. He will provide training for both the VDO REDI-Sensor and ATE Brake Systems brands.

Lall has a deep understanding of undercar mechanical workings and brings a wealth of experience in tire and wheel service to the team. In addition to providing presentations and technical expertise, Lall will conduct education sessions with automotive repair shops, tire shops, parts retailers, distributors, students, and instructors in the industry. Lall will also support the sales team personnel with training sessions on the latest Continental product offerings and innovations.

Prior to joining Continental, Lall worked for Tirehub, as a Customer Engagement Specialist and Inside Sales Representative from 2018 to 2019. In this role, Lall developed and maintained relationships with key customers and collaborated with the field sales team to help maximize program sales. Before Tirehub, Lall worked as an Assistant Manager at Discount Tire for over four years, where he performed tire service and also provided technical training and guidance to customers and tire service technicians.

**A commitment to training**

As a leading manufacturer and supplier of OE and aftermarket tire pressure monitoring and brake systems, Continental has long been dedicated to training automotive technicians and parts professionals on the necessary procedures and guidelines for making sure its products are installed correctly and function properly. Continental has a comprehensive training program in place that features a team of Sales Technical Training Specialists who conduct hands-on technical training at shops, customer facilities, trade shows, and industry events across the country.

**For more information, visit:** [**www.usa.vdo.com**](http://www.usa.vdo.com/automotive/replacement-parts/door-system) **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 around 243,000 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: Continental Denzel Lall Training Specialist.jpg

Caption: *Continental has named Denzel Lall as Sales Technical Training Specialist.*

IMAGE FOR REVIEW ONLY

