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Continental Retools REDI-Sensor Website to Deliver More Robust TPMS Training and Education

• Site offers live and on-demand training webinars from TIA-Certified instructors
• Improved year/make/model look up and Where to Buy features improve search accuracy

Allentown, PA March 21, 2022 - Continental, a leading innovator and supplier of OE and aftermarket Tire Pressure Monitoring Systems and replacement parts, has just launched a redesigned website for its REDI-Sensor™ Multi-Application TPMS Sensor program. The new website at [REDI-Sensor.com](http://redi-sensor.com/), features a wide range of TPMS training and educational resources for professional technicians and shops. It also introduces and showcases the next generation of REDI-Sensor TPMS sensors, which can replace over 290 different OE sensors and provide coverage for over 150 million VIO with only four sensors.

**Enhanced training from industry pros**

A key feature of the new REDI-Sensor site is the “Training Central” section which houses a portfolio of training resources aimed at educating professional technicians on the latest TPMS knowledge and service techniques. The section includes sign-ups for live webinars hosted by Continental’s own TIA-Certified Instructors and allows visitors to access previously held webinars on-demand.

**Upcoming webinars**

Continental is hosting two upcoming live webinars on April 20th and April 27th, 2022, which will focus on the new generation of REDI-Sensor TPMS sensors. The training webinars are open to all service pros and Training Central offers easy way to sign and participate at https://www.redi-sensor.com/trainingcentral/.

In addition to webinars, the section features a video series on TPMS Tech Tips, service tips for professionals, a TPMS FAQ section, and information on the complete REDI-Sensor Multi-Application TPMS line.

The REDI-Sensor website provides an exceptional application look up that makes it easier for technicians to quickly identify the right product for their TPMS needs. It uses a year/make/model search function to help determine the correct TPMS sensor and service parts needed, while also providing the latest sensor installation and relearn instructions, service tips, and how-to videos. A ‘Where to Buy’ feature has been added to help shops find the best location to purchase the REDI-Sensor TPMS sensor and service parts they need.

The site also features a section for drivers that includes some everyday FAQs on TPMS, information on the importance of TPMS for driving safety, and a blog with articles on TPMS, tire service, and safety tips. The site was built with a responsive-first design template, allowing it to be easily accessed and navigated on mobile devices as well as laptop and desktop computers.

Continental 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 visit: [redi-sensor.com](http://redi-sensor.com/)

 or contact: 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 2021, Continental generated preliminary sales of €33.8 billion and currently employs around 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

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.

*Image file: New-REDI-Sensor-Website-2022.jpg*

*Caption: The new REDI-Sensor Multi-Application TPMS Sensor website, REDI-Sensor.com, features a wide range of TPMS training resources and educational materials for professional technicians.*

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