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Continental Delivers Exclusive Late Model Coverage with 12 New Blower Motor SKUs

• Applications cover 20 popular import and domestic vehicles

• Genuine OE fit, form, and function

• New part numbers cover an additional 263,608 VIO

Allentown, PA February 7, 2023 - Continental, a leading aftermarket supplier of OE-engineered replacement parts, has added 12 new and exclusive late model blower motor SKUs

to its world class line of HVAC motors. The new motors increase the total blower motor line count to 521 SKUs and deliver overall coverage for over 340 million import and domestic cars, vans, SUVs, and light trucks on the road in the U.S. and Canada.

The new Continental Blower Motors are built in TS/ISO Certified facilities and tested to meet OE specifications for vehicle specific fit, form, and function. To ensure trouble-free installation and reliability, Continental uses electrical connections, mounting flanges, and ventilation tubes that are identical to the OE factory units. Every motor is fitted with an application specific blower wheel to deliver genuine OE performance. Continental never employs flying leads, wire splicing, corrugated tubing, or universal flanges.

Continental’s new blower motors will be available to the aftermarket in the first quarter of 2023 for applications on 2021-23 Ford Bronco, 2021-22 Hyundai Elantra, 2019-21 Infiniti QX50, 2021-22 Jeep Grand Cherokee, 2022 Jeep Wagoneer and Grand Wagoneer, 2021-22 KIA K5, 2019-21 Mercedes A, CLA, GLA, and GLB, 2020-21 Mercedes GLE and GLS, 2019-22 Mercedes Sprinter 1500, 2500, 3500, and 3500XD, 2022 Nissan Frontier, 2019-22 Subaru Forester, and 2021-22 Volkswagen ID.4.

Rick Wagner, Senior Product Manager Electric Motors, noted, “Our new blower motor offering delivers a new and profitable opportunity for our customers. These exclusive units are only available from Continental, and they come ready to install for easy, direct-fit replacement.”

For more information, visit: continentalaftermarket.com

or contact: salessupport-us@continental.com

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, instrumentation, as well as automotive diagnostic systems, premium wiper blades, air, cabin, fuel, and oil filters, and brake system parts and fluid.

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 sales of €33.8 billion and currently employs more than 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, 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: Continental-Blower-Motors-23.jpg
Caption: Continental delivers exclusive late model coverage with 12 new blower motor SKUs.*

**Press Contact**

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