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**Continental Expands ATE Disc Brake Rotor Coverage**

* **25 new SKUs added to program now covering over 87 percent of European vehicles**

**Allentown, PA** November 30, 2020 – Continental has expanded its ATE Disc Brake Rotors ([**www.ate-na.com**](http://www.ate-na.com/)) program with 25 new SKUs for European makes, boosting the application coverage for European vehicles to over 87 percent. The program, which also delivers exceptional coverage for Asian and Domestic vehicles, features a range of OE quality disc brake rotors designed to meet specific vehicle and customer applications.

**ATE Original Brake Rotors** are built to surpassing even ECE-R90 standards. Offered in applications to fit a wide range of vehicle models and requirements, every rotor corresponds exactly to the brake discs originally installed by the manufacturer, whether smooth, drilled, high-carbon, one-piece, pinned or riveted, and with or without wheel bearings. ATE Original brake discs offer extensive European coverage.

**ATE PowerDisc Brake Rotors** feature a stylish, custom appearance and an innovative technology that ensures safe braking even in wet conditions and in critical situations. Apatented multifunction groove is machined into the rotor to help remove dirt and gases that form under the pad during braking, which helps to reduce fading and prevent scoring. This groundbreaking ATE innovation also reveals the amount of wear on the rotor at a glance and serves as a convenient replacement indicator for technician and customer alike.

**ATE Single Pack Brake Rotors** are designed to deliver exceptional braking performance with ultra-low noise and vibration. They are built from OE material and match the high-carbon content of the OE part. The rotors are high temperature resistant and incorporate a special corrosion protection coating. Full axle coverage is offered for an extensive range of European makes and models. Each rotor is sold individually.

According to Dan Caciolo, Head of Product Management for Continental Independent Aftermarket Powertrain & Brake Systems, "Our ATE disc brake rotors are precisely manufactured from the highest quality OE materials to match original disc brake requirements. The rotor program is built on over 100 years of brake systems experience, and we can offer our customers just what they need to deliver optimal braking performance and the correct rotor for each individual application.”

ATE ([www.ate-na.com](http://www.ate-na.com)) is an aftermarket brand of Continental, one of the world's leading brake system manufacturers and suppliers. From the introduction of the first hydraulic brake system in 1926, to the development of the first antilock braking system prototype in 1967, the ATE brand has a rich history of innovation and experience in the design and production of advanced brake system technologies.

For more information: [www.ate-na.com](http://www.ate-na.com/) or contact: [salessupport-us@ate-na.com](mailto:salessupport-us@ate-na.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 2019, Continental generated sales of €44.5 billion and currently employs more than 233,000 people in 59 countries and markets.

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: ATE-Brake-Rotors.jpg*

*Caption: Continental offers a range of ATE Disc Brake Rotors to meet specific vehicle and customer applications.*

**Press contact**

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