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**Continental Receives 2020 Automotive Communications Awards for Best Ad Campaign**

**• Cited for new Autodiagnos distribution and retail ad campaign**

**Allentown, PA** November 18, 2020 – Continental earned a coveted 2020 Automotive Communications Awards for the advertising program featuring its new Autodiagnos™ Automotive Diagnostic System and Autodiagnos TPMS Service Tools. The award was presented during the 2020 Virtual AAPEX Experience tradeshow by Women in Auto Care, part of the Auto Care Association, for the Best Ad Campaign to the Distribution and Retail Audience. Continental was recognized for its strategic, multi-channel advertising and marketing campaign supporting the launch and promotion of the new Autodiagnos brand in the automotive aftermarket.

The Continental Autodiagnos multi-channel ad campaign features both online and print media targeting the professional automotive service and parts distribution channels. The ad creative showcased the Autodiagnos Pro Automotive Diagnostic System and Autodiagnos TPMS Tool line in use with vehicles and highlighted the key features of the new products. In addition to advertising, Continental also created individual websites for each tool that offer a range of resources to Autodiagnos users including downloads for software updates, user manuals, sales literature, warranty documents, and an interactive vehicle coverage look-up for the Autodiagnos Pro scan tool.

Christopher Bahlman, Head of Diagnostics & Services, Continental Commercial Vehicles and Services business unit, noted, “Continental is very excited to be recognized with this Automotive Communications Award from Women in Auto Care. Our campaign has been very successful in making our customers aware of our advanced diagnostic and service products and establishing the credibility of our new offerings in a very competitive and fast growing market.”

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.

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*Image file: Continental-Autodiagnos-ACA-Award-Image.jpg*

*Caption: Continental’s Autodiagnos marketing campaign received the Best Ad Campaign to Distribution and Retail award during the 2020 Automotive Communications Award.*

**Press contact**

Anouré V. Fenstermaker

Marketing Communications Manager
Continental

Vehicle Networking and Information (VNI)

Commercial Vehicles and Services (CVS)
6755 Snowdrift Road, Allentown, PA 18106
Tel: (484) 705-1909 , Fax: (610) 289-1766
Email: anoure.fenstermaker@continental.com

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