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**ATE Plastilube Brake Lubricant Prevents Squealing**

**and Extends Caliper Service Life**

**• Preferred by technicians worldwide and now available to US and Canada shops**

**Allentown, PA** May 15, 2020 – Continental, a global supplier of brake systems and components, now offers its performance proven ATE Plastilube Brake Lubricant to the North American market. Formulated to effectively reduce brake pad noise, ATE Plastilube also provides long-lasting protection against corrosion for caliper guide surfaces including caliper slide pins and the areas between the piston and backing plate. ATE Plastilube is designed to improve brake service life and reduce maintenance frequency.

ATE Plastilube helps keep all moving brake parts lubricated and operating smoothly in all weather conditions. The popular lubricant is non-corrosive and compatible with all metals and most O-ring materials.

To extend brake caliper and pad service life, ATE Plastilube can be used on the point of contact between the ‘ears’ of the brake pads and the caliper guide. These areas of metal to metal contact can become contaminated with rust, salt, and road grime, limiting the movement of the pad within the guide, causing reduced function and noise.

Dan Caciolo, Head of Product Management for Continental Independent Aftermarket Powertrain & Brake Systems, notes, “Many of our professional technician and import specialist customers have been asking us to make ATE Plastilube available in North America. We’ve heard them, and are delighted to be able to make it available!”

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.

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:** [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 about 240,000 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 Pro, 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 Plastilube Brake Lubricant.jpg*

*Caption: ATE Plastilube Brake Lubricant prevents squealing and extends caliper service life*

**Press contact**

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