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**Continental Promotes Sean Lannoo as Sales Technical Training Supervisor**

## • Leads team of 11 training specialists providing technical support and education on Continental aftermarket product lines

**Allentown, PA** May 5, 2020 – Continental, a leading global supplier of systems, components, and tires to automobile and truck manufacturers, has named Sean Lannoo as the Sales Technical Training Supervisor for the company’s VDO, REDI-Sensor, ATE, Autodiagnos, and ClearContact aftermarket product lines. The announcement was made by Liam Dent, Head of Special Vehicles and Technical Training, who noted, “We are delighted to recognize Sean Lannoo with this well-deserved promotion. He has been the primary catalyst for the success of our fast growing and very popular training program, which he initiated in 2013.”

Sean Lannoo leads a team of 11 training specialists who provide technical support and education on Continental aftermarket product lines to customer sales personnel and professional technicians throughout the United States and Canada. These activities include presenting and demonstrating the capabilities and advantages of Continental’s aftermarket technology and OE quality replacement parts programs.

Dent added, “In addition to his overall automotive knowledge, experience, and ASE certifications, Sean is an expert in tire pressure monitoring systems (TPMS). His contribution to the development of our aftermarket TPMS program has been invaluable and helped position our innovative, VDO REDI-Sensor Multi-application TPMS Sensor as one of the leading replacement TPMS sensors on the market.”

Lannoo joined Continental in 2013 as the Sales Technical Training Specialist for the company’s VDO-branded aftermarket product lines. Since then, Lannoo has expanded the scope and reach of the program to encompass all of Continental’s aftermarket products**.**

Sean Lannoo had previously been with Continental from 1997 to 2010, where he played a key technical support role, serving as both an Engineering Analyst and Product Manager. In addition to his TPMS work, Lannoo also handled the company’s aftermarket instrumentation, ATE Brakes, in-vehicle GPS navigation systems, and audio systems.

Prior to rejoining Continental, Lannoo worked in the Power Generation industry, serving as the Inside Sales Technical Expert for Davidson Sales Co. in Daytona Beach, FL.

Sean Lannoo is a TIA-Certified Automotive Tire Service Instructor and has earned three ASE certifications. He also holds an Associate of Science Degree in Electronics from Hamilton Technical College. Lannoo travels extensively to provide hands-on technical training at conferences and seminars across the country. He has been a speaker at several key industry events, including the NACAT (North American Council of Automotive Teachers) training conference, the Florida Automotive Dealers Association’s annual training conference, the annual ASE Instructor Training Conference, and the Technical College System of Georgia Instructors Camp.

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, and brake system parts and fluid.

**For more information, visit:** [www.usa.vdo.com](http://www.usa.vdo.com/automotive/replacement-parts/door-system)
**or contact:** salessupport-us@vdo.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 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:* *Continental-Sean-Lannoo.jpg*

*Caption: Sean Lannoo, Continental Sales Technical Training Supervisor*

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