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**New Continental ClearContact Display Helps Shops Showcase and Sell Premium Wiper Blades Faster**

**• Display delivers maximum application coverage with minimal inventory**

**• Includes wiper inventory, convenient application guide, and countermat**

**Allentown, PA** March 31, 2020 – Continental, a leading global supplier of systems, components, and tires to automobile and truck manufacturers, features a new floor display as part of its ClearContact Premium Beam Wiper Blade program. Designed to deliver maximum application coverage with minimal inventory, the free display (CC901) comes with a total of 70 front wiper blades – five each of 14 SKUs in the ClearContact Premium Beam Wiper Blade line. It also includes a printed application guide and a colorful countermat.

The new ClearContact floor display is ideal for automotive service facilities, tire stores, and quick lubes. It is very compact at 18” L X 18” W X 63.5” H and requires a minimal footprint on the shop floor, showroom, or customer lounge. The display carries all of the program’s 14 front windshield part numbers, which can fit over 94% of applications on passenger cars and light trucks on the road today. Overall program coverage exceeds 258M VIO in the United States and Canada.

According to Jeff Ross, Continental Product Management Supervisor, “This new display is the key sales component of our ClearContact program. The graphics heavily promote the full weight and selling power of the Continental brand, while the product mix delivers an impressive level of coverage that gives every shop the capability to quickly and easily fit nearly every vehicle that comes in for service.”

Continental’s new ClearContact premium beam windshield wiper blades program is designed specifically for professional technicians. It features quick and easy OE fit and trouble free inventory. ClearContact wiper blades do not require any adapters and come fitted with the right connection needed for fast and easy one-step installation**.**

Available for both front and rear wiper applications, ClearContact front blades feature an all beam design and are available in 14 part numbers covering lengths from 15 to 28 inches. The rear wipers are offered with 19 part numbers in lengths from 10 to 16 inches.

Continental Commercial Vehicles and Services 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, contact:** salesssupport-us@continental.com**or call 800-564-5066.**

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.

Connect, inform, integrate: Along these strategic pillars the business area Vehicle Networking and Information (VNI) develops building blocks and end-to-end systems for the networked mobility: hardware, software and services. With solutions for connectivity, human-machine interaction, systems integration and high-performance computing for passenger cars, commercial vehicles and fleets, VNI enables proper networking and a seamless information flow.

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.

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*Image file: Continental-ClearContact-Wiper-Blade-Display.jpg*

*Caption: Continental’s new ClearContact wiper blade floor display features a minimal inventory that delivers maximum application coverage for 94% of vehicles of passenger cars and light trucks on the road today.*

**Contact for journalists:**

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