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**Continental Named Diamond Award Winner by Aftermarket Auto Parts Alliance**

## • Top honor reserved for only the best APW Channel Partners

Allentown, PA,January 31, 2020. Continental Commercial Vehicles & Aftermarket has received the prestigious “Diamond Award**”** from the Aftermarket Auto Parts Alliance. The award was presented during the Alliance’s annual winter shareholder meeting and channel partner awards banquet on December 10 , 2019 at the JW Marriott Turnberry in Aventura, Fla.

Continental received the notable recognition for exceptional performance and excellence in 2019, delivering the highest year-over-year sales increase of any product line at APW with a growth of 155% and an average fill rate of over 96%.

The Diamond Award was created to recognize Alliance Parts Warehouse (APW) channel partners who distinguish themselves from all others. This top honor is reserved for only the best APW Channel Partners. The Diamond award is so named for the gemstone of the state of Arkansas, home to APW. Just as diamonds are known for their value and strength, APW Diamond Award recipients are Channel Partners who understand the value of a strong, collaborative relationship.

In presenting the award, Nick Chapin, Product Manager at Alliance Parts Warehouse noted, “The Continental team consistently outperformed our sales projections and continues to bring us great product offerings that are certain to keep that trend going. They have even traveled to our shops and stores, conducting over 25 training sessions during the past year. Continental has all the hallmarks of a true partner and such incredible service and partnership deserves to be recognized.”

James McGonagle, Head of Sales at Continental National and Michael Westrom, Manager of Sales - Traditional Aftermarket at Continental accepted the award on behalf of the Continental Team. McGonagle noted, “It is truly an honor to be recognized for vendor excellence by one of the world’s largest auto parts distribution groups and it is testament of our entire team’s commitment and dedication to the Aftermarket Auto Parts Alliance partnership.”

**About Aftermarket Auto Parts Alliance**

The Aftermarket Auto Parts Alliance (Auto Value, Bumper to Bumper, and Confidence Plus) is one of the largest auto parts distribution and marketing organizations in the world, providing parts and service for over 2,300 parts stores and over 2,900 certified service centers throughout North America.

Continental Commercial Vehicles & Aftermarket 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, automotive diagnostic systems, premium wiper blades, and brake system parts and fluid.

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 2018, Continental generated preliminary sales of around €44.4 billion and currently employs more than 244,000 people in 60 countries and markets.

Information management in and beyond the vehicle is at the very heart of the Interior division. The product portfolio for different types of vehicles includes: instrument clusters, multifunctional and head-up displays, control units, access control and tire-information systems, radios, infotainment systems, input devices, control panels, climate control units, software, cockpits as well as services and solutions for telematics and Intelligent Transportation Systems. The Interior division employs around 48,000 people worldwide and generated sales of €9.7 billion in 2018.

Within the Interior Division the Commercial Vehicles & Aftermarket Business Unit accommodates the specific requirements of the commercial vehicle, special vehicle and aftermarket sector. A global network of sales and service companies ensures proximity to local customers. Covering the product brands Continental, VDO, ATE, Galfer and Barum the Business Unit offers web based managed services, fleet management and tachograph solutions electronic products, systems and services for commercial and special vehicles, a broad selection of products for specialized workshops and spare parts for the Independent Aftermarket and the Original Equipment Services after end of series production of the vehicle manufacturer.

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*Image file name: Continental-2019-Alliance-Diamond-Award-Presentation.jpg*

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*Image Caption: (Left to right) Max Dull, Vice President and General manager of Alliance Parts Warehouse, James McGonagle, Head of Sales at Continental, Michael Westrom, Manager of Sales - Traditional Aftermarket at Continental, and Nick Chapin, Product Manager at Alliance Parts Warehouse.*

**Contact for journalists:**

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