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**Continental Earns New Product Packing and Advertising Awards for ClearContact Premium Beam Wiper Blades**

## • Presented by Import Vehicle Community during 2019 AAPEX Show

Allentown, PA,November 20, 2019 - Continental Commercial Vehicles & Aftermarket earned two prestigious 2019 Import Product and Marketing Awards for its new line of ClearContact Premium Beam Wiper Blades. The awards were presented for Best Packaging of a product and Best Merchandising/Advertising of a product on November 5, 2019 during the Import Vehicle Community Import Products and Marketing Awards ceremony at the 2019 Automotive Aftermarket Products Expo (AAPEX) Show in Las Vegas, NV,

**Best Packaging**  
The ClearContact Premium Wiper Blade line features an attractive, simple, and informative clamshell package, designed to minimize waste while effectively protecting the product through shipping and display. The tri-lingual packaging graphics focus on the key product benefits: OE fit, no adapters required, and faster installation time.

**Best Advertising**  
Continental introduced its new wiper blades with an innovative teaser campaign announcing that something new was coming. Appearing online and in print, the teaser ads featured a white graphic on an orange background. The graphic mimicked the shape of the area cleared by a wiper on a windshield and headline copy noted that something new was coming. Subsequent ads completed the reveal with product ID and images.

Anouré V. Fenstermaker, Continental Marketing Communications Manager, noted, ”We are very delighted to receive these two important MarCom awards for our exciting new wiper blade program. Our team worked very hard to develop the product and all of the components needed for a successful program that would deliver a meaningful return for all of our distribution channels. It’s great to be recognized by our peers for creating effective sales tools that will help make that a reality.”

Continental Designed for the U.S. and Canadian markets, ClearContact premium beam windshield wiper blades do not require any adapters and come fitted with the right connection needed for the vehicle. If shops have the program’s 14 front windshield part numbers in stock, they can cover over 94% of passenger cars and light trucks that come in for service. Overall VIO in the United States and Canada exceeds 258M.

ClearContact windshield wiper blades are available for both front and rear wiper applications. The 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 & 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.

**For more information, go to:** [Continental-ClearContact.com](http://www.Continental-ClearContact.com)

**or contact:** [salessupport-us@continental-corporation.com](mailto:salessupport-us@continental-corporation.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 2018, Continental generated sales of €44.4 billion and currently employs more than 240,000 people in 60 countries.

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 more than 43,000 people worldwide and generated sales of €9.3 billion in 2017.

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: Continental 2019 IVC Awards.jpg*

*Caption: (left to right) Jeffrey Ross, Continental Product Management Supervisor, Anouré V. Fenstermaker, Continental Marketing Communications Manager, and John Treece, Chairman of Import Vehicle Community Executive Leadership Council*

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