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**Continental Recognized by ACPN for Excellence in Electronic Catalog Data Quality**

**• Second top ACPN catalog data award earned by Continental aftermarket team**

Allentown, PA May 25, 2021. Continental, a leading automotive aftermarket supplier of OE-engineered replacement parts, has received the 2021 ACES and PIES Data Award for Medium Catalogs from the Automotive Content Professionals Network (ACPN) for the accuracy of its electronic catalog data. The award was presented for the company’s ATE Brake Systems Parts catalog during the annual [ACPN Knowledge Exchange Conference](https://www.autocare.org/networking-and-development/communities/automotive-content-professionals-network/acpn-knowledge-exchange-conference), which was held virtually from **May 17 - 19, 2021. This marks the second ACPN award for Continental’s aftermarket team, who also received the 2018** ACES and PIES Data Award for Small Catalogs.

Mark Berner, Continental Catalog Development Manager, accepted the award on behalf of the Continental Aftermarket team and celebrated its accomplishment by noting, “This recognition demonstrates the ongoing commitment and dedication of the Continental aftermarket team to our catalog data receivers. Today’s aftermarket professionals want trouble-free interaction with standardized online catalogs and easy access to the product specifications, details, and images they need to accurately complete successful online purchases.By providing them with the most comprehensive, up to date and “clean” ACES and PIES files in the industry we are making it easier for them to sell more parts and substantially reduce the incidences of returns.”

Attended by most major manufacturers, distributors, and parts experts in the automotive content space, the ACPN Knowledge Exchange provides a focused and unique opportunity to learn, share best practices, network with peers, and interact with service providers in the content management space.

ACPN, a community of the Auto Care Association, created the ‘Content Excellence Awards’ to recognize the best examples of accurate and innovative product content in the auto care industry. In 2021, ACPN presented Content Excellence Awards for the best Web-Based Catalog, ACES and PIES Data, CCPN Installer's Choice, and Receiver's Choice.

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.

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 2020, Continental generated sales of €37.7 billion and currently employs around 235,000 people in 58 countries and markets. In 2021, the company celebrates its 150th anniversary.

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, 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-2021-Content-Excellence-Award.jpg*

*Caption: Continental receives 2021 ACES and PIES Data Award from Automotive Content Professionals Network*

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