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New Continental Power Sports Cooling Fans Built for Rugged Performance on Popular ATVs and UTVs

• Applications available for vehicles from Polaris and Can-Am

• Engineered for rugged off-road conditions

Allentown, PA November 2, 2021 - Continental, a leading aftermarket supplier of OE-engineered replacement parts, has just introduced a new line of Power Sport Fan Assemblies for direct replacement on popular ATVs (All-Terrain Vehicles) and UTVs (Utility Task Vehicles). The new fan assembly range includes four models offering specific applications on the Polaris RZR and Sportsman Scrambler and Can-Am Outlander Renegade and Maverick.

Although cooling fan assemblies are a critical part of the engine cooling system, they typically have very little protection on ATV and UTVs. Exposure to harsh terrains and extreme climates, as well as debris and foreign objects, make ATV cooling fans a high-risk failure part. Continental ATV cooling fans are engineered and built for dependable performance in rugged off-road conditions and a wide range of weather elements.

According to Christina Bergstrom, Senior Product Manager, “Off-road recreational vehicles is one of the fastest growing segments in the motorsports industry, which is still considered to be in its infancy. Due to the high incidence of replacement, we expect a very strong market demand for our new line of Continental Power Sports Cooling Fan Assemblies.”

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.

For more information, visit: continentalaftermarket.com

or contact: [salessupport-us@continental.com](mailto:salessupport-us@continental.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 2020, Continental generated sales of €37.7 billion and currently employs around 193,000 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-ATV-Cooling Fan-Assemblies.jpg*

*Caption:*

*New Continental Power Sports Cooling Fans are built for rugged performance on popular ATVs and UTVs.*

**Press Contact**

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