

Press release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

ess Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Press Release

Continental Debuts New Packaging for
Next Generation REDI-Sensor TPMS Sensors

* Easy-to-read product identification improves vehicle application accuracy
* QR code provides quick link to online application lookup

Allentown, PA June 8, 2022 - Continental, a leading innovator and supplier of OE and aftermarket Tire Pressure Monitoring Systems, replacement parts, and TPMS diagnostic tools, has introduced a new packaging design for its next generation of REDI-Sensor™ Multi-Application TPMS Sensors. Developed as part of an overall branding update coinciding with the launch of Continental’s next generation of TPMS Sensors, the new packaging employs an easy-to-read product identification promoting REDI-Sensor’s performance capabilities, key attributes, and overall benefits to TPMS service.

**Quick link to application lookup**

“We’ve added a key feature to the new REDI-Sensor package to make it as informative and service ready as possible,” noted Lindsay Smith, Continental Product Manager. “The back panel of the new REDI-Sensor package includes a QR Code that provides a quick link to the REDI-Sensor TPMS Application Online Lookup, so customers can quickly verify that they have the right TPMS sensor or service parts for the vehicle they are servicing. The lookup allows search by vehicle year, make, and model, or VIN number and also enables access to REDI-Sensor TPMS sensor installation and relearn instructions, service tips, videos, and technical support,” Smith added.

The next generation of REDI-Sensor features four multi-application TPMS sensors that can replace over 290 different OE sensors and provide coverage for over 168 million VIO from model years 2002 to 2022.

The new REDI-Sensor line gives shops a significant TPMS service advantage by dramatically reducing the number of sensor SKUs needed to service incoming domestic, European, and Asian vehicles. With only four REDI-Sensor SKUs on hand, shops are ready to provide TPMS service for virtually every vehicle that comes in. REDI-Sensor TPMS sensors come ready to install, right out of the box, and require no added sensor programming or cloning. They are pre-programmed from the factory and designed to follow existing OE vehicle relearn procedures. REDI-Sensor works with most major TPMS scan tools and is compatible with TPMS features such as autolearning, pressure by position, and tire fill alert systems.

*Editor note - SERVICE ADVISORY: Continental product managers recommend that shops should keep their TPMS tools updated on a regular basis and make sure they have the latest software updates from their tool manufacturers to avoid potential service issues and delays.*

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: [redi-sensor.com](http://redi-sensor.com/)

 or contact: 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 2021, Continental generated preliminary sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated 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, 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-Next-Gen-REDI-Sensor-Packaging.jpg*

*Caption: ­­­­­­­­­­­­­­­Continental debuts new packaging for the next generation of REDI-Sensor Multi-Application TPMS Sensors.*

**Press Contact**

Anouré V. Fenstermaker

Marketing Communications Manager
Continental Automotive Systems, Inc.

Automotive Aftermarket, North America

Smart Mobility (SMY)
6755 Snowdrift Road, Allentown, PA 18106
Tel: (484) 705-1909, Fax: (610) 289-1766
Email: anoure.fenstermaker@continental.com

159-22/CO7134