

We have everything it takes to take you forward.



Comprehensive brake
maintenance
and repair services



Brakethrough Technology



Always looking ahead

We are brake specialists, but we're also acceleration experts, because we regularly introduce ground-breaking developments. We want to make the best better and focus on the future for our partners. This is what ATE stands for: Brakethrough Technology.

Contents

Your partner for brakes	4
Our programme	6
The Workshop Concept	8
Comprehensive services	10
Our training courses	12
Professional equipment	14
Dialogue is important for us	16
We are here – for you	18

Your competitive edge

Your partner for brakes

Service is what we're all about

As brake specialists, we have developed many innovations in the past 100 years, from the hydraulic brake to ABS. What has driven us onwards from the outset is the desire to offer customers and partners the best possible solutions to secure their long-term success. That's why you'll find a lot more than just first-class spare parts for the entire brake system at ATE. We also have extraordinary services and partner concepts.

As part of the Continental Corporation, one of the largest international automotive suppliers, we have outstanding expertise in the entire automotive sector – and we can draw on a global network. With our extensive product range and additional know-how, like that of the electronics and mechatronics specialist VDO, we are a truly reliable partner for workshops – today and for the future.



1906

Alfred Teves founds the company as a general representative for automotive accessories and presents his products at the IAA.



1969

Alfred Teves KG is taken over by ITT Industries.

1983

ATE establishes the Stock Managed System for wholesalers, a software solution for supporting and optimising inventory management of ATE brake components.

1984

The Workshop Concept of the ATE BrakeCenter is launched in Germany.

The first Continental TrainingCenter specialising in brake systems is opened.



1994

ATE BrakeCenters go international – the product range is expanded to cover other European countries.

1995

The programme of the Continental TrainingCenter is expanded to include electronics and mechatronics training courses.



1998

ITT Industries sell their Brake and Chassis Group to Continental AG. Continental Teves AG & Co. oHG is founded.

2014

The VDO Electronics module is added to the Continental Workshop Concept.



From one source

Our programme

Braking the systematic way

ATE spare parts fit perfectly – individually and with one another. Our tools and numerous services are also tailored to exactly match our products. This lightens your workload, and it lets you know that everything is exactly the way you want it to be – perfect.

Our product range at a glance:

- | Disc and drum brakes
- | Brake fluids
- | Hydraulic parts, clutch parts and electronic components
- | ATE Classic for classic cars
- | Special tools

You can find more information about the ATE product range in our portfolio brochure or at www.ate-brakes.com

More quality? Impossible!

“Very good” is not good enough for us. We offer OEM quality and generally exceed the requirements of the ECE-R90 European safety standard. We also carry out far more than the legally required number of tests – on brake pads, for example. Even after purchase, we guarantee the quality of our products, using verification devices like security tags. The tag can be checked at any time to verify whether or not the product in question is an original ATE product.

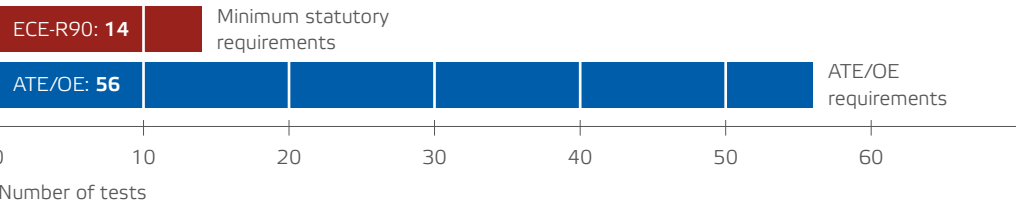
We are also involved in many associations and quality initiatives, such as Manufacturers against Product Piracy and Quality is Added Value.

Find out more about our quality standards at www.ate-brakes.com/quality

Services and partner concepts

For ATE, first-class service has always been just as important as the quality of its products, because we know one thing for sure – it’s your professional work that makes our professional work perfect. We support you with comprehensive brake maintenance and repair services, which include personal counselling and professional training courses, as well as our successful Workshop Concept. Everything is designed to make your business more successful and give you a solid foundation for the future.

More tests: ATE brake pads





A strong team

The Workshop Concept

The best team for a successful partnership consists of two specialists: you and ATE. As BrakeCenter, you can offer your customers even more services and secure your long-term future. You remain an independent workshop – but you benefit from the know-how of the entire Continental Group.

Fit for the future

When you become an ATE BrakeCenter, you work together with a strong partner. This offers you the opportunity to attract more customers and make better use of your workshop, increasing your sales and ensuring your success in the long term. The Continental Workshop Concept is specifically tailored to match your needs – and it's modular too, meaning you don't have to use only ATE brake expertise – you can also exploit the know-how of VDO Electronics.

Every ATE BrakeCenter gets top-quality ATE tools and devices at a fair price – and our entire know-how. Your personal contact person will advise you in all matters relating to your business and you'll always be up to date thanks to regular training courses. A professional interior and exterior design for your workshop will also make your presence absolutely perfect. But what's so special about that, you ask? Here's the clue: you will benefit greatly from the many services we provide exclusively for ATE BrakeCenters.

Five steps to success

If you want to make your workshop an ATE BrakeCenter, please contact your general distributor or ATE.



Technical assistance

Our current catalogue with all our replacement parts is available in either printed form, on a CD-ROM or online as a download. You can also find spare parts using our app – and even check quickly and easily if you have an original ATE part or not. Please call our ATE hotline experts if you have any technical questions.

For more information about our services, visit our website.

For technical information, just call the ATE hotline on +49 1805 221242.



Know-how

Always up to date, in theory and in practice – find out about our wide range of training courses at **morecontinental.com**, our central knowledge platform for ATE BrakeCenters and other independent workshops. You can also register at the same time and download the latest information.

Sales support

Drums go with the job. The PartnerFinder on the ATE website will help you to make potential customers aware of your skills. We will also provide you with signs and office equipment for your workshop, marketing and advertising material and high-quality work clothes – for a professional appearance and even more business success.

Comprehensive services

Do you want detailed information about a particular ATE product? Do you have a technical question? Are you looking for spare brake parts for a classic car? You can be sure of this – we will help you. We will support you with customised services for brake maintenance and repair – and with personal advice.

Always here for you



The benefits for ATE BrakeCenters

The service extras for you: free exterior design for your workshop, free basic training courses, regular updates and preferred hotline access on +49 800 133 33 31.



Be even better

Our training courses

Know-how has always been a basic requirement for a successful business. Our training courses offer you the opportunity to bring your skills right up to date – and to exploit the current know-how of Continental at the same time. It's not all about theory; it's the practical implementation of the theory in your workshop that is a key issue.

The training courses are modular and the products on offer range from product information and technical training to business topics. Our experts are available for you in our TrainingCenters – or they will travel to meet you on your premises. Individual coaching is also possible.

The benefits for ATE BrakeCenters

You take part in special information events and training courses that have been specially designed for ATE BrakeCenters. Regular training for you and your employees is free of charge.



Technical ATE training courses

Everything you need to know about brake maintenance and diagnosis, presented clearly and with a practical emphasis. For example:

- | Diagnosis and maintenance of modern brake systems
- | Service reception bay: helping you to utilise all the potential opportunities for your business
- | ATE Classic training for vintage and classic car brakes

Technical VDO training courses

More and more electronic and mechatronic parts are being installed in today's vehicles – stay up to date! Some topics:

- | Basic electrical practice using ATE/VDO as an example
- | Tyre pressure monitoring systems used in workshop tasks
- | Diesel: modern common-rail injection systems

Product and sales training courses

Increase your business success through motivated employees and new offers for your customers – with these training courses (and more):

- | Product training for current VDO multibrand testers
- | Using a warranty as a business opportunity
- | Leadership and development for vehicle workshops

A selection from the current training programme is available at www.morecontinental.com



With a steady hand

Professional equipment

ATE tools and devices are customised to exactly match our products and services. This makes your work easier and gives you the assurance that you're doing a dependable job. When it comes to vehicle electronics, VDO spare parts and services are also the perfect additions to your equipment.

For an overview of all the equipment and tools, see our tool catalogue at www.ate-info.de



Test and inspection equipment

Whether you're testing brake fluid, sensors or other components, ATE devices and their matching tools are accurate and reliable – and that makes brake diagnosis much easier.



Brake bleeding units

Bleeding brakes quickly and effectively: choose from different units for different vehicle models and braking systems – integrated exhaust extraction systems are also available.



Disposal devices

To dispose of used brake fluid in an environmentally friendly and cost-effective way, it must first be sorted into different types. That's no problem with our disposal systems.



Special tools

At ATE, you'll find everything you need for the installation and maintenance of different brake components – all in top quality and exactly tailored to suit their purpose.

The benefits for ATE BrakeCenters

We'll recommend the devices and tools you'll need to equip your BrakeCenter professionally – all tailored to perfection for your workshop.





Dialogue is important to us

For us, partnership means getting things moving better – together. It's your requirements and your wishes that motivate our desire to go one step further – and to make the best solutions even better. That's why we find it so important to keep listening to you – always.

We always listen

The ATE group of experts

With our group of experts, we have created a forum where ATE and selected ATE BrakeCenter workshop professionals can exchange ideas and interact on a personal level. The goal of the group is to have every individual benefit from the knowledge and experience of the others. Another of our objectives is to constantly expand our support and align it exactly with the needs of the BrakeCenters.

The benefits for ATE BrakeCenters

You can only join the group of experts and participate in the exclusive workshops if you are an ATE BrakeCenter specialist.



Regional round-table meetings and workshops on current trends and challenges are also held once a year in a relaxed and friendly atmosphere. Here joint actions are discussed and decisions are made to take the BrakeCenters and ATE further on their joint path into the future.

How to find us

We are here – for you

Do you want to know more about our products and services? Do you have general or specific questions about braking systems? Do you want your workshop to become an ATE BrakeCenter? We'll be delighted to give you more information and answer all your questions – either online, by phone or in person. This is also part of our service ... and we're looking forward to meeting you.

How to reach us

Visit our website:
www.ate-brakes.com

Send an e-mail to:
webmaster@ate.de

ATE technical hotline

Our experts will give you personal help at this number:

Telephone: **+49 1805 221242**
Mondays to Fridays 9 a.m. to 12 p.m.
and 1 p.m. to 5 p.m.

(€ 0.14/min. from German landlines, max.
€ 0.42/min. from German mobile networks)

E-mail: **ate.hotline@continental-corporation.com**

Online application to become an ATE BrakeCenter

If you are interested in our Workshop Concept, please send an e-mail to:
ate.bremscenter@continental-corporation.com

The benefits for ATE BrakeCenters

Partners are first in line: if you have questions to ask the experts on the ATE technical hotline, you will be given preference.



**ATE – A Trademark of the
Continental Group**

Continental Aftermarket GmbH
Guerickestraße 7
60488 Frankfurt

Telephone: +49 69 7603-1
Fax: +49 69 761061

www.ate-brakes.com

