

Equip'Auto 2025

ATE and VDO: Spotlight on Equip'Auto 2025

- The ATE and VDO brands will be present at the Equip'Auto 2025 show. To discover them, visit Hall 1, stand n°L076 from 14 to 18 October
- ATE, the premium brake brand, and VDO, a specialist in automotive electronics, are essential brands for the vehicles of today and tomorrow
- These two brands belong to Continental Automotive, soon to become AUMOVIO

Paris, June 25th, 2025. Continental's automotive division becomes AUMOVIO and is set to participate in the upcoming Equip'Auto, taking place from 14 to 18 October 2025 at Paris Expo Porte de Versailles. ATE and VDO will be part of AUMOVIO and will be showcased at the next edition of Equip'Auto, which will mark the 50th anniversary of this major trade show for the automotive aftermarket and mobility services.

A turning point for the group in 2025: Continental Automotive becomes AUMOVIO

Continental plans to list the Automotive group sector as the independent company AUMOVIO in September. The Automotive group sector employs around 93,000 people [as of December 31, 2024] and generated sales of around 19.6 billion Euros in the 2024 financial year. The future AUMOVIO offers highly developed electronic products and modern mobility solutions including innovative sensor solutions, displays, and technologically leading braking and comfort systems.

Continental Automotive France has 1,700 employees between its sites in Toulouse and Rambouillet. Its mission: to create and develop the future of mobility thanks to new technologies that are increasingly present in vehicles.

The ATE and VDO brands will be part of the AUMOVIO ecosystem and highlighted at the next edition of Equip'Auto in October in Paris.

Why is ATE essential for driving?

Ensuring uncompromising safety through the proven quality and reliability of ATE's extensive range of products and services – trusted for almost 120 years.

The ATE New Original range enables confident braking for electric vehicles and is engineered to deliver optimal performance, broad compatibility. Major development target for the product line is the compliance with the upcoming Euro 7 standard.

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Supporting environmentally conscious mobility, ATE Ceramic pads are designed to minimize brake disc wear and dust emissions, while ensuring excellent braking performance.

For impeccable maintenance, ATE Brake Cleaner Pro effortlessly removes residue, even from heavily soiled surfaces. Its special spray valve and powerful jet ensure deep and efficient cleaning with ease.

With environmental awareness in mind, ATE SecuBrake represents a new generation of DOT 4 brake fluid – free from boric acid esters and produced along a certified process using renewable raw materials which even exceed the legal requirements for DOT 4 brake fluids.

Why trust VDO?

With decades of experience and a strong heritage in the automotive industry, VDO is a key player in the independent aftermarket for passenger cars and light commercial vehicles and offers a comprehensive portfolio of original quality (OE) parts, ensuring strong compatibility, reliable performance and long-lasting durability.

Unified under the VDO brand, the extensive Continental spare parts portfolio will provide premium-quality solutions across all key categories, including Engine Management Sensors, Fuels Supply and Engine Actuators. Additionally, the VDO offering includes an Advanced Driver Assistance Systems (ADAS) portfolio such as surround vision systems and radar systems, which help eliminate blind spots, enhance driver awareness and support safer, more confident manoeuvring, even in complex driving situations.

"Our presence at Equip'Auto 2025 illustrates our desire to be at the side of professionals with solutions that meet the current challenges of mobility: safety, performance and respect for the environment", says Anne-Camille Allieu, Head of Automotive Aftermarket France at Continental Automotive.

All these innovations will be presented by our experts in Hall 1, on booth n°L076 from October 14 to 18, 2025. Enter the world of ATE and VDO to discover or rediscover our portfolio and solutions. Together, let's build our future around key technologies and major market developments!

About Continental

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 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 countries and markets.

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Pictures/captions



ATE New Original – for the performance and sustainability requirements of future mobility

ATE-NewOriginal-plaquettes-disques



ATE SecuBrake – without boric acid esters, with renewable raw materials

ATE-SecuBrake-liquide-freins-EN



ATE Brake Cleaner PRO: The brake cleaner made by professionals for professionals

ATE-Brake-Cleaner-Pro-nettoyant-freins-pulverisation-360degres-facile



The VDO Advanced Driver Assistance Systems (ADAS) spare parts

VDO-Pieces-detachees-aftermarket-ADAS