Premium brakes take center stage: New aftermarket image campaign masterfully showcases AUMOVIO brand ATE

* **Campaign for ATE braking technologies appeals to workshops and dealers**
* **Marketing for aftermarket emphasizes: ATE plus craftsmanship equals masterpiece**
* **Enno Straten, Managing Director of AUMOVIO Aftermarket: “ATE's brake technologies are among the best the market has to offer. Striking images highlight how the interplay of premium quality and masterful automotive craftsmanship ensures greater safety and trust on the road.”**

Frankfurt, February 10, 2026. Premium marketing for premium brakes: A new advertising campaign masterfully showcases the AUMOVIO brand ATE. The image campaign is specifically aimed at the aftermarket. The new marketing motifs focus on the people who work with ATE products every day: master mechanics, workshop owners, mechatronics engineers, and specialist dealers. The striking photo presentations underscore the marketing claim: “Masterpiece. When skill meets quality.” The campaign was implemented by Frankfurt-based Tylers Agency, a long-standing creative partner of ATE and AUMOVIO.

For 120 years, the ATE brand has continuously stood for brake expertise, original equipment quality, a comprehensive range of services for workshops, innovative strength, as well as experience and know-how in a particularly safety-critical automotive technology discipline. ATE products represent the highest automotive standards and set benchmarks for maximum safety, long service life, and reliability of premium technology. The ATE brand image was therefore not completely reinvented for the current image campaign but rather taken one step further, based on targeted analysis. Now it moves towards greater emotionality and identification with proven premium products. This is achieved by portraying people in a representative and contemporary way as they interact with ATE’s premium technology. Dramatic, cinematic illumination by a red brake light—a visual symbol of the braking theme—evokes craftsmanship and precision, responsibility, trust, and partnership among experts.   
  
“ATE's brake technologies are among the best the market offers,” says Enno Straten, Managing Director of AUMOVIO Aftermarket. "Our new image campaign uses striking motifs to show how the unparalleled combination of premium products and masterful automotive craftsmanship brings real added value in terms of safety and confidence for drivers. The message of the campaign is clear: ATE plus master craftsmanship equals a masterpiece.“

Dirk Rockendorf, Head of Marketing and responsible for the campaign, adds: „As a tribute to ATE's role as an innovator and pioneer, the motifs were created with the help of AI. The cinematic red brake light gives the campaign a striking, unmistakable look."

New ATE campaign: Modern image for a traditional premium brand

ATE is one of the oldest and most traditional brands in the German and European automotive industry. It is celebrating its 120th anniversary this year. The company was founded in 1906 as a commercial agency for automotive components, among other things. This gave rise to the Alfred Teves machine and valve factory. The company quickly developed into a major supplier and a pioneer in hydraulic brake systems. Continental took over the renowned brand in 1998, and since the spin-off of the former Automotive division, it has been part of AUMOVIO.

When launching the new image campaign, it was key to reflect the trust in the brand's expertise, grown over decades, as well as its forward-looking orientation. Today, ATE essentially stands for four premium attributes: quality (the perfect technology for perfect automotive craftsmanship), service (support that takes the pressure off certified automotive professionals), a full range of products (the right component and tool for every task), and innovation (technologies that make master technicians better). These brand pillars are communicated in a particularly high-quality, emotional visual language that always conveys the essential message: when it comes to brakes, there can be no compromises.

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With the spin-off in September 2025, AUMOVIO will continue the business of the former Continental Automotive division (including the Contract Manufacturing division) as an independent company. The technology and electronics company offers a broad portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking, and comfort systems, as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined vehicles. In fiscal year 2024, the business areas that now belong to AUMOVIO generated sales of €19.6 billion. The company is headquartered in Frankfurt am Main and employs over 86,000 people at more than 100 locations worldwide.

Images and Caption

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|  | The cinematic staging of the red brake light shapes the look of the ATE campaign. |

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| Ein Bild, das Kleidung, Person, Mann, Jeans enthält.  KI-generierte Inhalte können fehlerhaft sein. |