

Press Release

ATE Smart Awards: AUMOVIO recognizes workshops for innovations and smart strategies for the future

- **22 independent workshops with ATE BrakeCenter certification honored**
- **ATE Smart Awards recognize innovative responses to the challenges posed by skilled labor shortages and e-mobility, as well as the use of AI solutions in workshop operations**
- **Award recipients come from six European markets as well as Australia**
- **Awards presented at Automechanika in Frankfurt on September 12th 2026**
- **Enno Straten, Managing Director of AUMOVIO Aftermarket: “With the ATE Smart Awards, we recognize outstanding achievements in challenging times. Workshops today face major challenges, from new powertrain technologies and rising customer expectations to economic pressures. The ATE Smart Awards honor businesses that respond with smart, forward-looking approaches.”**

Frankfurt, Germany, September 14, 2026. AUMOVIO presented the inaugural ATE Smart Awards to workshops demonstrating exceptional innovation and sustainable practices. The technology company honored a total of 22 independent workshops in Germany, Austria, Switzerland, Poland, Italy, and Spain. In addition, six ATE BrakeCenters in Australia were recognized. The ATE Smart Award is a newly established international award for independent workshops with the ATE BrakeCenter workshop module that are actively shaping change in day-to-day workshop operations through innovative solutions. The awards recognize outstanding achievements and successful innovations by ATE workshop partners, highlighting these businesses as key drivers of quality, progress, and customer satisfaction in the automotive aftermarket. The awards were presented at Automechanika in Frankfurt, the world’s largest trade show for the automotive aftermarket.

Practical solutions were recognized in four categories reflecting key areas for the future: “E-Mobility,” “Sustainability,” “Digitalization & Artificial Intelligence,” and “Recruiting & Retaining Employees.” To be eligible, workshops had to be members of the ATE BrakeCenter partner network. ATE BrakeCenter is a workshop program for independent businesses specializing as certified partners in professional brake service using ATE tools and products.

“With the ATE Smart Awards, we recognize outstanding achievements in challenging times,” said Enno Straten, Managing Director of AUMOVIO Aftermarket. “Workshops today face major challenges, from new propulsion technologies and rising customer expectations to economic pressure that can threaten their very existence. The ATE Smart Awards honor businesses that respond with innovative, forward-looking approaches - for example, by specializing in electric vehicles or integrating artificial intelligence into day-to-day workshop operations. As the largest and most important international trade show for the automotive aftermarket, Automechanika in Frankfurt provided the ideal platform to spotlight exemplary achievements by workshops.”

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ATE Smart Awards: Recognizing AI Expertise and Exemplary Solutions for the Future

In the “E-Mobility” category, ATE BrakeCenter workshops were recognized for successfully navigating the transition to electric mobility through new services, efficient processes, team training, or smart solutions for handling high-voltage vehicles. In the “Sustainability” category, AUMOVIO honored smart approaches that make workshop operations more environmentally friendly through efficient use of resources, particularly energy-saving solutions, and sustainable processes firmly embedded in everyday operations. In the “Digitalization & Artificial Intelligence” category, AUMOVIO recognized ATE BrakeCenter businesses that have intelligently integrated digital or AI-supported solutions into processes, customer intake, or workshop management. In the “Recruiting & Retaining Employees” category, workshops were recognized for successfully developing strategies to attract skilled employees, retain them over the long term, and create an appealing work environment. More than 300 ATE BrakeCenters applied for the inaugural ATE Smart Awards.

ATE BrakeCenter: 120 Years of Brake Expertise for Workshops

ATE is one of Germany’s oldest automotive brands and is celebrating its 120th anniversary this year. Continental acquired the company in 1998; following the spin-off of Continental’s former Automotive group sector, the ATE brand is now part of AUMOVIO. ATE BrakeCenters are a key component of the ATE brand and provide a modular program for independent workshops. Participating businesses can offer customers all the benefits of an independent workshop while also benefiting from a partnership with a strong, well-known brand - from high-quality branded replacement parts to first-hand brake and repair expertise. It is a compelling concept for workshops and end customers alike, as work on brake systems currently accounts for approximately one-third of all workshop costs.

The winners are:

“E-Mobility” category:

Germany: Auto Böhler, Bruchsal

Austria: KFZ Brandstetter, Artstetten

Poland: AutoInterus, Warsaw

Italy: Officina Naddeo, Padua

Spain: Izquierdos Motor , Tacoronte, Tenerife

“Recruiting & Retaining Employees” category:

Germany: Auto Busch & Hartmann, Wiesenbronn

Austria: Haider ATB, Tragwein

Switzerland: Garagen Casutt, Gossau

Poland: Morela Serwis Samochodowy, Lomianki

Italy: AC Service, Santa Giusta

Spain: Automoción Miraflores, Zaragoza

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“Sustainability” category:

Germany: Schalk Tuning, Hettstedt

Austria: KFZ Christian Jäger, Altenmarkt

Switzerland: Dorf-Garage Keller, Erlen

Poland: Carzona, Rybnik

Italy: G.P. di Pacelli Giuseppe, Pagani

Spain: AJ Motors Iurreta, Iurreta

“Digitalization & Artificial Intelligence” category:

Germany: Autoservice Kaiser, Leipzig

Austria: KFZ Brandstetter, Artstetten

Poland: Slusarczyk, Tarnow

Italy: Autoriparazioni Ciampa, Collegno

Spain: Izan Tailerrak, Etxebarri

“Best ATE BrakeCenter Australia”

Southern BM, Moorabbin

Prestige & Performance, Melbourne

Euro Technik, Perth

German Auto, Victoria

Anthony Costello Motors, Canberra

Peter Lennox Automotive, Thomastown

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Images and captions



Winners of the ATE Smart Awards



ATE Smart Awards were awarded at Automechanika in Frankfurt



Enno Straten, Managing Director AUMOVIO Aftermarket, at the ATE Smart Awards ceremony

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AUMOVIO was established as an independent technology company in September 2025 following the spin-off of Continental's former Automotive group sector. The company offers a broad portfolio for safe, exciting, connected, and autonomous mobility. Its products and capabilities include 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 2025, AUMOVIO generated sales of €18.5 billion. The company is headquartered in Frankfurt, Germany, and employs approximately 82,000 people at more than 80 locations worldwide.

AUMOVIO Aftermarket draws on more than 120 years of experience working with vehicle manufacturers to offer a broad portfolio of original-equipment-quality replacement parts for the independent aftermarket. ATE and VDO, AUMOVIO's two brands, are actively shaping this market: ATE with comprehensive brake expertise and the ATE BrakeCenter workshop concept, and VDO with a broad replacement-parts portfolio in electronics and mechatronics. The extensive service offerings of both brands create real value for distributors and workshops. AUMOVIO Aftermarket GmbH has continued the business of Continental Aftermarket & Services GmbH since AUMOVIO's spin-off in September 2025.

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