



Press Release

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ContiTech Makes New Impression

CLEVELAND, May 1, 2003 – ContiTech, North America, is making a new impression these days.

ContiTech Power Transmission Products has developed a series of print advertisements designed to increase its awareness in the North American market.

“Continental, A.G., our parent company is an established name in the tire industry,” said Roger Homer, ContiTech’s North American sales and marketing director for power transmission products. “And ContiTech wants to increase its own awareness in the automotive and industrial markets by capitalizing on the popularity of the Continental name.”

ContiTech, as a division of Continental A.G., supplies parts, components, and systems for the automotive, mechanical, and apparatus engineering industries.

ContiTech is a developer, manufacturer and supplier of power transmission belts, matched components and complete belt drive systems for automotive original equipment and replacement parts and various other industries.

The ads were developed by Kleidon & Associates, a northeast Ohio advertising firm. The campaign begins in May primarily in automotive trade magazines.

(More)

“We want the customer and potential customers to realize what ContiTech shares with

the Continental name---technical expertise in all of our products. In other words, when a customer buys ContiTech products, they have the same quality as the proud Continental name,” said Homer.

Information about ContiTech products is available on its Website at www.contitech-online.com.

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