



Go Premium!

May, 2006

Dear Valued Customer:

Ready for some tropical sun and fun? Go premium with ATE Brake Pads and Rotors and you'll get entered to win a vacation to the amazing Atlantis resort and casino on Paradise Island in Nassau. It's just one part of the exciting new Go Premium! Brake Products Promotion from ATE. This three-tier promotion is designed to help put extra numbers on your bottom line:

WDs – Get money-saving discounts and automatic sweepstakes entries on volume purchases of ATE Pads, Rotors and other brake products.

WD Salespeople – Earn \$.50 for each set of ATE Brake Pads sold and \$.50 for each set of two ATE Rotors sold.

Professional Installers – Get a FREE set of ATE Brake Pads with every 20 sets purchased, and get a FREE set of two ATE Rotors with every 20 sets purchased.

The ATE Go Premium! Brake Products Promotion begins June 1, 2006 and runs through August 31, 2006. It's an opportunity for you to get great discounts on ATE premium brake products, and to motivate your salespeople and installer customers to go premium for greater profitability and consumer satisfaction.

To participate, complete the enclosed reply card and mail it – no purchase is required. The enclosed information sheets detail the benefits of each tier of this terrific new promotion. Additional information sheets for your salespeople and customers will be sent to you upon receipt of your reply card.

Team up for sales! Get in on the savings with volume purchase discounts and get entered to win the trip to Nassau. Then encourage your salespeople and installer customers to participate. The incentives are easy to take advantage of, require little administration and help them to help you build more brake product sales.

With ATE brake products, everybody wins. The more your salespeople sell, the more they earn. The more your customers sell, the more FREE products they get. The more you purchase, the greater your discounts and chances to win tropical sun and fun. Now is the time to go premium with ATE.

Best wishes for great sales!

Don James

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