Alena Bauer is the New Head of PR and Internal Communications at Continental Tires EMEA

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Continental Tire EMEA brings together external and internal communications teams

- Egemen Atış, Head of Strategy, Analytics & Marketing at Continental Tires EMEA:

> By combining our internal and external communications, we are creating an integrated communications structure that optimizes synergies

Hanover, Germany, August 7, 2025. Alena Bauer has taken over as head of Continental's PR and internal communications team for the tire replacement business in Europe, the Middle East and Africa (EMEA) on June 1, 2025. With this appointment, Continental completed the merger of the internal and external communications teams.

> By combining our internal and external communications, we are creating an integrated communications structure that optimizes synergies. Alena Bauer has extensive experience in both areas and knows how to combine strategic communication with a clear understanding of target groups and messages. Under her leadership, the team will communicate our content consistently, efficiently, and effectively across all channels, both internally and externally,

said Egemen Atış, Head of Strategy, Analytics & Marketing at Continental Tires EMEA.

Bauer has 15 years of communications experience working with international companies. She has held positions such as Media Relations Manager at the aviation firm MTU Maintenance, Senior Manager of Public Relations and Internal Communications at RICOH

Germany, and Head of Marketing at the German corporate newsroom Redaktionsnetzwerk Deutschland. Most recently, she was responsible for internal communications at Continental Tire EMEA. In her new role, she reports directly to Egemen Atış, Head of Strategy, Analytics, and Marketing at Continental Tire EMEA.

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