

Best "PROFI Werkstatt" Brand: Continental Comes Top for Fifth Time in Succession



PUBLISHED SEP 11, 2024
BY [CONTINENTAL AG](#)

Readers of "PROFI Werkstatt" magazine once again voted Continental the best brand in the Tires category

- Poll result underlines standout market status when it comes to product quality, trust and customer service

- Awards presented in a ceremony at the automechanika trade fair in Frankfurt

Hanover, Germany, September 12, 2024. Continental has been crowned the best workshop brand in the Tires category for the fifth time in succession by German specialist magazine "PROFI Werkstatt". The technology company once again outperformed its rivals by scoring the most votes in a representative poll of the magazine's readers.

This award represents very pleasing recognition of our unwavering commitment to our customers,

said Timo Röbbel, Head of Marketing Replacement Tires Germany.

At Continental, we are committed to quality across all areas – in our customer service, in our product quality and, above all, in our passion for our products. We are delighted to see that workshops notice this and appreciate it.

Speaking during the automechanika trade fair in Frankfurt, Röbbel went on to explain how the award would motivate the team to keep striving to be the trusted and reliable partner that workshops need.

Practicality and progressive concepts set new standards

The ongoing transformation from purely a product manufacturer to a

far-reaching solutions provider has enabled Continental to establish itself as a dependable partner for workshops. The company is setting new standards with its practical and progressive tire and maintenance concepts.

Our portfolio has kept growing over the years,
pointed out Röbbel.

The launch of the Generation 5 tires shows the future focus of our portfolio. Our digital Conti360° Solutions and our ContiLifeCycle concept help fleet managers and workshops to reduce their carbon emissions and increase fleet efficiency.

This is all the more important in view of the ever-increasing demands on freight haulage and the logistics industry in general.

Focusing on partnerships and the future

Continental builds very strong relationships with retailers and workshops alike.

We also support our partner workshops on a customer service level and help by offering training courses, liaising with them closely and providing customized solutions,

said Röbbel.

By interacting with them in this way, we create a win-win situation for everyone. Also involving our customers in the development of new products enables us to address their needs extremely effectively.

Continental recognized as most popular brand in commercial vehicle workshop segment

German specialist magazine "PROFI Werkstatt" has been highlighting outstanding achievements and presenting awards in recognition of them since 2014. Each year it polls its readers to identify their favorite brands in the commercial vehicle workshop sector. The awards have since evolved into one of the most important accolades within the workshop industry. The latest poll drew votes from around 3,500 readers across 24 different categories. Covering everything from wheel alignment machines to accessories, these categories

encompass all the key products and services for professional mechanics. Every workshop manager in the commercial vehicle sector took part in the survey. The HUSS-VERLAG publishing house in Munich, which organized the poll, asked them for their opinions about brands they use in their daily work. The results were the product of both their gut instinct and actual experience with the brands. Further details of the readers' poll can be found in the magazine's 32-page special issue or by going to [profi-werkstatt.net](https://www.profi-werkstatt.net).

Business Area Replacement EMEA

Press release distributed by Wire Association on behalf of Continental AG, on Sep 11, 2024. For more information subscribe and [follow](#) us.

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