Comprehensive tire solution portfolio optimizes business operations for market leader Cemex

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Long-standing partnership with Continental: Multinational market leader for building materials maintains confidence in comprehensive solution offering

- Innovation and sustainability: Cemex relies exclusively on Continental for tires

- New tires, retreaded tires, and digital tire monitoring system: Portfolio maximizes efficiency and safety in all areas of operation

Hanover, Germany, January 15, 2026. Continental has been successfully supporting multinational building materials company Cemex, with comprehensive tire solutions for more than a decade – relying on Continental's tire expertise for its entire fleet. The company benefits from the partnership with Continental in many ways.

> At Cemex, we put health and safety at the forefront of everything we do and as well as enhancing vehicle safety and reducing downtime, our partnership with Continental has also significantly improved our fleet’s efficiency”, says Carl Milton, Cement Logistics Manager, UK at Cemex. “We entered into an open-book relationship with the brand, and ever since, the benefits just keep coming. From lowering our overall driving costs to enhancing the durability and performance of our vehicles, the results are clear.

Operational reliability despite extreme conditions

The tires on Cemex’s vehicles have a tough job to do. Sharp, jagged rocks and bumpy road surfaces are part of everyday life for them. Vehicle breakdowns due to flat tires had previously been a major

problem for Cemex.

> Just like many other fleet operations, vehicle downtime was initially the biggest hurdle for us to overcome – much of this time lost was caused by issues relating to tires,

says Carl Milton. Continental is now the exclusive tire supplier to Cemex in the UK, equipping the entire fleet with new and retreaded premium tires.

The goal is carbon neutrality

Since its founding in 1906, Cemex has become a market leader in ready-mix concrete. Today, it is one of the leading suppliers of building materials such as asphalt, mortar, and screed. With more than 80 years of experience in the UK construction industry, the company has continuously demonstrated its commitment to innovation and sustainability. Cemex is committed to achieving carbon neutrality through relentless innovation and industry-leading research and development. Its 2,200 employees manage 22 quarries and 138 mixing plants in the UK.

The sites are supplied by a cement fleet of 54 vehicles and 72 tanks, an aggregate fleet of more than 120 dump trucks and 26 trailers, and a fleet of modern ships for the delivery of marine aggregates. The collaboration with Continental started in 2011 when Cemex chose retreaded tires from Bandvulc, a Continental brand, for its vehicles. At that time, Cemex was already one of the first companies to use the ContiConnect digital tire pressure monitoring system.

Innovative tire solutions and predictive maintenance

Equipping the fleet with the ContiConnect tire pressure monitoring system has changed the company's overall workflows. Sensors in the tires continuously measure inflation pressure and temperature.

> As well as monitoring deflation, it also analyses heat transfer – allowing drivers to see exactly when brake defects and wheel bearing failures are imminent, so that problems can be dealt with in real time

, says Nigel Ponton, UK Fleet Engineering Manager at Cemex. The tire data is then sent in real time to the display in the driver's cab and

directly to fleet management for remote monitoring via the web-based tire management platform. ContiConnect proactively sends a warning in the event of deviations. Four Yard Reader stations at the Cemex plant yards also provide additional control of the fleet's tire data.

> The email alerts we receive from the ContiConnect platform take things one step further – it doesn't just inform the transport team of issues as they arise, but it also helps tire providers to prepare in advance

Cooperative partnership and mutual success

The collaboration between Continental and Cemex has been strengthened over the years by their joint successes.

> We have an outstanding relationship with Continental", says Carl Milton. "Over the years, we have collaborated closely to optimize our tires for the unique environments we operate in, so that we can achieve the best possible fuel economy on every journey." The collaboration also includes test series for new tire models. "Our working relationship is so strong that we are often invited to trial new test sets of tires. Not only does this allow us to see where improvements can be made to our operations, but our feedback also goes a long way in helping Continental to develop and refine its own product range

, adds Milton. Cemex's high level of satisfaction once again demonstrates Continental's consistent customer centricity and the benefits of close cooperation for both partners.

> Over the years, not only has our collaborative approach allowed us to tailor our products to meet the unique demands of their operations, but their feedback has also been invaluable when it comes to developing our own product offerings", Pina Wallace at Continental concludes. "It's the perfect example of how a cooperative relationship can lead to mutual success.

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Continental AG

Newsroom: https://wireassociation.eu/newsroom/continental-ag
Website: https://www.continental.com/
Primary Email: silke.bernhardt@conti.de

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