

ContiEuropeanRoadshow: Taking the Show truck on the Road Across Europe



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BY [CONTINENTAL AG](#)

Continental's roadshow truck successfully continued its tour across Europe through a second year and will hit the road for a third time in 2025

- Interactive exhibitions and training sessions have been staged at numerous customer events
- European Roadshow Blog features reports, news and interesting discoveries

Hanover, Germany, December 12, 2024. After its second year on the road, Continental's impressive show truck has now visited 23 countries and covered over 37,000 kilometers (22,988 miles). Continental once again took the truck to countless events in every corner of Europe in 2024. The European Roadshow Blog provided a digital accompaniment for the expedition and users were able to follow the tour live. As well as entertaining experiences and fascinating insights from driver Ronny Nittmann, an international team of writers and editors posted reports from the various countries the truck stopped off at on the way. In-depth articles on current industry topics – such as fleet efficiency, eco-friendly fleet management and smart technology – added a final layer to the blog.

2024 tour schedule serves up impressive highlights

The show truck began the year with a visit to the Netherlands, before moving on to southern Europe and customer events in Portugal, Spain and Italy. Next on the itinerary were Switzerland, Czechia and Austria. After a stop-off in Germany, the truck explored more northerly climes with a trip to Sweden, before heading for south-eastern Europe to attend events in Slovenia, Hungary, Serbia and Bulgaria in the fall. Among the highlights of 2024 were without question the Truck Grand Prix on the Nürburgring, the "Fiesta de la Logística" logistics show in

Spain and the "Transport Show" – a major fleet fair – in Brno, Czechia.

Roadshow blog documents impressions, experiences and events

The European Roadshow Blog, with driver Ronny Nittmann at its heart, has given the tour a digital travelling companion. Ronny's impressions, experiences and observations raise awareness of the tour, at the same time as offering an enjoyable read and fueling interest in the show truck. In addition, marketing experts from Continental report from their markets and invite blog readers to get involved in industry fairs, customer visits and training sessions. Jorge Cajal, Head of Communication at Continental Tires Spain, joined the blog writing team for the tour across his home country:

Our #ContiEuropeanRoadshow through Spain is a great success,

he wrote, and recounted how the Continental team had taken the chance – at seven different stop-offs – to showcase to customers the added value the company's products provide.

The show truck was also present at the "Fiesta de la Logística", one of the most important logistics fairs on the calendar, and – as Cajal noted – did a great job attracting the attention of 3,200 visitors.

European Roadshow heads into 2025

The Continental roadshow will set out for a third time in 2025 to visit customers and partners in Europe. The interactive exhibition inside the show truck shines the spotlight on new products and solutions from Continental. These include the LODC holistic consultancy approach to reduce operating costs, the special-purpose tires for vans and the current range of tires for commercial vehicles. As part of the training sessions on board, the Continental team explore the company's digital solutions for efficient and sustainable tire and fleet management, and present the range of retreaded premium tires.

Inside the show truck we take a look at the products and services that help our fleet customers to overcome the major challenges of the industry,

says Jessika Hoeflich, Head of Fleet Solutions EMEA.

Both our customers and our colleagues in the markets appreciate us coming to see them in person. We have come up with a different kind of platform here to discuss questions raised by haulage companies, tire retailers and vehicle manufacturers.

The European Roadshow Blog has proved its worth as a digital companion to and promoter of the tour. In 2025, responsibility for the platform will pass to the markets, who will be able to continue using the blog for their communications activities around the show truck.

Business Area Replacement EMEA

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