# Continental Again Named “Tire Manufacturer of the Year”

PUBLISHED MAR 4, 2026
BY CONTINENTAL AG

Continental was named “Tire Manufacturer of the Year” for the fifth time at the Tire Technology International Awards

- The company also received the

  Environmental Achievement of the Year – Manufacturing

-

  Tires are our passion. We are committed to optimizing them and making our manufacturing processes even more advanced and resource-efficient,

says Edwin Goudswaard, head of Research and Development at Continental Tires

Hanover, Germany, March 4, 2026. Continental was once again named “Tire Manufacturer of the Year” at this year’s Tire Technology Awards for Innovation and Excellence. The independent jury cited the company’s introduction of new tire technologies, innovative measuring methods and continuous improvements to its production processes as setting new industry benchmarks. Continental also received the

  Environmental Achievement of the Year – Manufacturing” award for the work it has done to reduce water withdrawal per metric ton of product in its tire production. The awards were presented by an independent panel of experts during the Tire Technology Expo on March 3 in Hanover. Launched in 2008, the awards are considered among the most important independent honors in the international tire industry. Continental has now been voted “Manufacturer of the Year

five times, including last year.

  Tires are our passion. We are committed to optimizing them

and making our manufacturing processes even more advanced and resource-efficient," says Edwin Goudswaard, head of Research and Development at Continental Tires."Our greatest strength is our global team, working together closely to develop highly creative and innovative solutions. The jury honored this very special commitment. And I would like to express my heartfelt thanks to all our colleagues for their remarkable dedication.

Jury highlights innovation and sustainability

The jury highlighted several developments that Continental drove forward in 2025. These included the use of synthetic rubber derived from more sustainable sources, such as for example pyrolysis oil made from end-of-life tires or used cooking oil. Furthermore, in collaboration with the Technical University of Braunschweig, Continental has developed an innovative method for analyzing tire wear particles. This method uses a specially adapted vacuum device mounted behind a drive wheel, which – together with advanced particle sensors – enables the detection of even the finest airborne particles behind the wheels and at other points on the vehicle.

The VanContact A/S Eco was honored as well, becoming the first van tire to achieve the top "A" rating in all three categories of the EU tire label: rolling resistance, wet grip and rolling noise. The jury also recognized Continental's joint project with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to support the responsible sourcing of natural rubber in Indonesia.

Continental also receives

Environmental Achievement of the Year – Manufacturing

Between 2020 and 2025, Continental's Tires group sector reduced its water withdrawal per metric ton of product at all production sites by more than ten percent, saving a total of 197 million liters of water. This reduction was achieved in part through advanced filtration and membrane technologies, which allowed the company to reuse about 90 percent of its wastewater after treatment. Continental is taking a holistic approach to water management, systematically optimizing processes relating to heating, cooling and cleaning.

Water is a valuable resource. Our continued progress in

> reducing consumption at our plants demonstrates how effective our approach is,

says Henning Mühlenstedt, head of Future Technologies and Sustainable Infrastructure at Continental Tires.

External assessments further underscore this commitment. The independent organization CDP recently awarded Continental a “B” rating for water management in 2025.

Eighteenth edition of the Tire Technology International Awards

The Tire Technology Awards for Innovation and Excellence have been presented as part of the Tire Technology Expo in Hanover each spring for the last 18 years. The prizes span 11 categories honoring the latest innovations in tire technology and major advances on the road to a more sustainable tire industry. The award ceremony is organized by the trade magazine “Tire Technology International.”

Spokeswoman Technology, Innovation & Original Equipment

Head of Global External Communications

*Press release distributed by Wire Association on behalf of Continental AG, on Mar 4, 2026. For more information subscribe and follow us.*

---

# Media Assets

## Embedded Media

Visit the online press release to interact with the embedded media.

https://wireassociation.eu/newsroom/continental-ag/releases/en/continental-again-named-tire-manufacturer-of-the-year-2767

---

# Continental AG

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

## Social Media

Facebook - https://www.facebook.com/Continental
Twitter - https://twitter.com/Conti_Press
Youtube - https://www.youtube.com/c/ContinentalCorporation
Instagram - https://www.instagram.com/continental_career/
Linkedin - https://www.linkedin.com/company/continental
Glassdoor - https://www.glassdoor.com/Overview/Working-at-Continental-EI_IE3768.11,22.htm