

Continental and Brabus Bring Long-Time Partnership to Asia-Pacific Region for the First Time



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Tire specially designed for the Asia-Pacific region passes endurance test with supercar

- MaxContact MC7 enables precise handling and maximum control
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The new MaxContact MC7 is for the drivers who take the everyday driving experience to the max,

said Dalibor Kalina, Head of Continental Replacement Tires APAC

Hanover, Germany, April 10, 2024. Continental and Brabus have successfully subjected the new MaxContact MC7 sports tire to an exceptional endurance test. On the legendary supercar Brabus 750 Bodo Buschmann Edition "1 of 25", the tire, which was specially developed for the Asia-Pacific region (APAC), showed what it is capable of in terms of maximum control and steering precision with a torque of up to 900 Nm. The test took place on the Contidrom circuit, the tire manufacturer's legendary test track near Hanover. The tires fitted were size 275/35R21 on the front axle and 315/30R21 on the rear axle. The Brabus 750 special edition runs on SportContact 7 tires as original equipment. The premium tire manufacturer and the high-end tuner Brabus have been in a close partnership for more than a decade.

"Continental and Brabus both stand for maximum performance – that's what connects us," said Dalibor Kalina, Continental Head of Business Area Replacement Tires APAC.

The new MaxContact MC7 is for the drivers who take the everyday driving experience to the max. The fact that it performs so well on the Brabus 750 supercar speaks for its

exceptional performance,

Sven Gramm, Director Marketing and Communications Brabus said,

The Brabus 750 Bodo Buschmann Edition “1 of 25” is a tribute to the legendary automotive refinement luminary and the founder of Brabus, Bodo Buschmann. Although we have paired numerous Continental tires in the past decade, we are excited to have the very first Continental APAC-dedicated ones tested in this high-performance roadster which has a very special place in our heart.

Pushing performance boundaries with Continental’s Sport+ technology

The new MaxContact MC7 from Continental combines maximum control with dynamic steering precision thanks to its performance-oriented Sport+ technology. Thanks to the unique macroblock structure for cornering stability and ReFlex compound design the high-performance tire is characterized by excellent adaptability and firm grip on the road. A wide contact area successfully distributes the force to other parts of the tire. Even at very high speeds – the Brabus model 750 Bodo Buschmann Edition “1 of 25” reaches top speeds of 315 km/h – this enables finer handling and exceptional stability in sharp bends. Laser-cut 3D sipes improve grip and braking behavior in wet and rainy conditions. Water flowing through the tire grooves is quickly drained away, reducing the risk of aquaplaning. The silica technology in the ReFlex compound enables shorter braking distances on both dry and wet roads.

Communications Manager Technology & Innovation

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