Continental and GRANIT PARTS: Strategic Partnership for the Agricultural Aftermarket

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BY CONTINENTAL AG

Continental brings OEM expertise to aftermarket and offers broad agricultural portfolio

- Together with GRANIT PARTS, Continental improves replacement parts availability, ensuring closer proximity to agricultural dealers and workshops

- Partnership officially signed at Agritechnica 2025

Hanover, Germany, November 11, 2025. Continental and GRANIT PARTS, one of Europe's leading agricultural replacement parts distributors and a division of the FRICKE Group, have entered into a strategic partnership. The goal is to provide agricultural dealers and workshops with easy, direct access to high-quality replacement parts, further strengthening Continental's presence in the agricultural sector. The official signing took place today at Agritechnica in Hanover.

When agricultural machinery is running at full capacity, replacement parts supply must work seamlessly. For Continental's group sector ContiTech, agriculture is a strategically important market with significant potential – especially in the premium aftermarket segment.

> Together with GRANIT PARTS, we are consistently implementing our aftermarket strategy. We offer a broad OE-quality portfolio and work closely with distributors to simplify replacement parts supply,

says Rodrigo Maia, head of distribution for ContiTech's European industrial business.

Technology that keeps agriculture moving

Continental supplies the often unseen but essential technology that

keeps agricultural machinery running, from planting to harvest. Now, Continental is bringing this OEM expertise to the aftermarket with one of the most comprehensive ranges of rubber and polyurethane products, including:

- Round baler belts: high abrasion resistance and optimized fabric structure for extreme loads during harvest season

- Thermoplastic hoses: chemical-resistant and pressure-stable hoses for slurry spreading, seeding and crop protection

- AGRIDUR V-belts for harvesters: maximum power transmission and long service life for harvesting machines

- Conveyor belts for bulk handling: efficient transport of crops such as potatoes and onions

> The success of a farmer’s season should never depend on a single part. That’s why we ensure our components are durable and available exactly when needed,

Closer to customers – less complexity

Through its partnership with GRANIT PARTS, Continental is strengthening its presence in the agricultural sector and simplifying replacement parts supply.

> The collaboration with Continental enables us to further expand our premium offering and provide our customers with an even wider selection of high-quality spare parts. What’s particularly impressive is the diversity of the Continental portfolio – it’s truly unique in this form,

says Klaus Niemeier, Member of the Board for Strategic Purchasing and Product Management at GRANIT PARTS. Together, Continental and GRANIT PARTS offer dealers a complete product range from a single source. Dealers benefit from simplified procurement and a wide variety of options. For dealers and workshops, this means better availability, reduced maintenance effort, and reliable products – even under the toughest operating conditions.

Continental will showcase its agricultural portfolio at Agritechnica in Hanover until November 15 in hall 3, booth D05. For more information

about Continental's appearance at Agritechnica, visit our website.

As a wholesaler for original and replacement parts for all brands, GRANIT PARTS (www.granit-parts.com) supports agricultural machinery, gardening equipment, and construction machinery dealers across Europe with top-quality service and products. Across Europe, GRANIT PARTS operates in 28 countries and serves more than 40,000 specialist dealers as customers. The European central warehouse in Heeslingen covers 90,000 m² and holds 300,000 items permanently in stock. Comprehensive customer support, fast shipping, and a wide range of services make GRANIT PARTS a competent and reliable partner for specialist trade.

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