

# Continental Celebrates 15 Years of Tire Business in Thailand and Five Years of Tire Production in...



PUBLISHED APR 23, 2024  
BY [CONTINENTAL AG](#)

Continental Celebrates 15 Years of Tire Business in Thailand and Five Years of Tire Production in Rayong

- Continentals Rayong plant has an annual production capacity of 4.8 million tires and employs around 900 people
- Plant produces tire innovations like MaxContact MC7 for Asia-Pacific markets and is one of Continental's largest motorcycle tire production facilities worldwide

-

The Asia-Pacific region is one of Continental Tires' strategic growth markets,

said Dalibor Kalina, Head of Continentals Business Area Replacement Tires in the Asia-Pacific region

Hanover/Bangkok, Germany/Thailand, April 24, 2024. Continental is celebrating 15 years since establishing its tire business in Thailand and five years of tire production in its tire plant in Rayong this month. The tire manufacturer had invested a total of €250 million in the plant located in the eastern part of the country. With around 900 local manufacturing employees, Continental's Rayong tire plant has an annual production capacity of 4.8 million passenger and light truck tires (PLT) as well as motorcycle tires, serving both the original equipment and replacement sector.

The Asia-Pacific region is one of Continental Tires' strategic growth markets. Our Rayong tire plant serves our customers with premium tires locally in Thailand, regionally in the Asia-Pacific region, and even globally,

said Dalibor Kalina, Head of Continentals Business Area Replacement Tires in the Asia-Pacific region.

At its Rayong plant, Continental produces premium tires, like the newly launched MaxContact MC7 tire, which had been released to Asian-Pacific markets beginning of April 2024. The tire was designed to elevate everyday driving experiences with enhanced safety features. Moreover, Continental produces tires at Rayong that meet the specific requirements of electric vehicles. In 2023, Continental equipped all the top five highest-volume manufacturers of electric vehicles in the Asia-Pacific region with original equipment tires. In addition, Rayong is one of the biggest Continental motorcycle production facilities worldwide, distributing motorcycle tires globally.

The Rayong plant meets highest energy efficiency standards. Its machinery is equipped with latest production technologies, while logistics and handling processes are highly automated. In 2023, the plant expanded its on-site photovoltaic capacity by an additional 2.5 megawatts peak, reaching a total of 6.7 megawatts peak. Currently, the installed solar panels contribute 13 percent of the total electricity necessary in tire production per year.

Continental consistently invests in the digitalization and automation of its global manufacturing operations at its 20 tire plants in 16 countries worldwide. The focus lies on research and development of innovative technologies, alternative materials, environmentally friendly production as well continuous improvements of the overall efficiency of logistics processes. By 2050 at the latest, the tire manufacturer aims to achieve 100 percent climate neutrality along its entire value chain.

Head of External Communications

Communications Manager Technology & Innovation

*Press release distributed by Wire Association on behalf of Continental AG, on Apr 23, 2024. 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-celebrates-15-years-of-tire-business-in-thailand-and-five-years-of-tire-production-in-2031>

---

## Continental AG

**Newsroom:** <https://wireassociation.eu/newsroom/continental-ag>

**Website:** <https://www.continental.com/>

**Primary Email:** [silke.bernhardt@conti.de](mailto:silke.bernhardt@conti.de)

## Social Media

Facebook - <https://www.facebook.com/Continental>

Twitter - [https://twitter.com/Conti\\_Press](https://twitter.com/Conti_Press)

Youtube - <https://www.youtube.com/c/ContinentalCorporation>

Instagram - [https://www.instagram.com/continental\\_career/](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](https://www.glassdoor.com/Overview/Working-at-Continental-EI_IE3768.11,22.htm)

---