Continental Celebrates 20 Years of Tire Production in Camaçari, Brazil

PUBLISHED APR 9, 2026
BY CONTINENTAL AG

Since 2006, the plant has produced around 136 million tires, supplying car manufacturers and replacement markets across Brazil and South America

- Investments of around 1.2 billion Brazilian real, approx. €235 million, in the past ten years alone demonstrate the company’s long-term commitment to Brazil

-

> Our 20-year journey in Camaçari is a story of continuous growth, operational excellence and the deep commitment of our people to this region,

said Shander Basílio, plant manager of the Continental tire plant in Camaçari

Hanover, Germany / Camaçari, Brazil, April 9, 2026. Continental is celebrating the 20th anniversary of its tire plant in Camaçari, located in the metropolitan region of Salvador, Brazil. This marks a key milestone for the company’s operations in Brazil and across the Americas. Since the plant opened in April 2006, the tire manufacturer has established itself as a reliable partner for its customers in South America, supplying both the original equipment and replacement tire markets with high-quality passenger and commercial vehicle tires. Over the past 20 years, the plant has produced around 136 million tires. With investments of around 1.2 billion Brazilian real, approximately €235 million, over the past ten years alone, Continental is continuously strengthening the plant’s competitiveness, with a clear focus on efficiency, product quality and evolving customer requirements.

"Our 20-year journey in Camaçari is a story of continuous growth,

operational excellence and the deep commitment of our people to this region. I would like to sincerely thank all our employees for their outstanding contribution as well as to our customers for their continued trust," said Shander Basílio, plant manager of the Continental tire plant in Camaçari.

> Looking ahead, we are dedicated to writing the next chapter of our plant's success.

Today, around 2,000 employees work at the site, making the plant one of the leading industrial employers in the region. A strong team spirit, consistent product quality and a clear customer-centric approach are the foundation for the plant's future success in a highly competitive market environment.

Local production, local commitment

Rodrigo Bonilha, head of Continental Tires South America, added:

> I would like to congratulate our manufacturing team in Camaçari on their 20th anniversary. The production facility is a key asset for our business in the region. By manufacturing premium tires locally, we ensure a reliable supply for the Brazilian market while securing valuable local jobs. This "in the market, for the market" approach is fundamental to how we deliver consistent product quality and performance for customers and consumers.

The Camaçari plant was established as a greenfield project in 2004 and officially opened in April 2006. In November 2005, the first tire – a ContiEcoContact 3 – was produced. Today, the plant is an original equipment supplier to major automotive manufacturers such as General Motors, Volkswagen, Renault, Honda, Fiat and Mercedes-Benz. This is a testament to the plant's high and consistent product quality.

This focus on continuous progress also drives the Camaçari plant's contribution to Continental's sustainability ambitions. Through continuous internal monitoring of energy consumption and responsible energy management, the plant strives to use all energy generated or consumed on site as efficiently as possible. The plant operates with 100% LED lighting, which is more energy efficient than conventional lighting technologies. In addition, the facility is improving its energy efficiency through targeted technical optimizations in production, such

as improved insulation on key machinery. Such measures have delivered annual energy savings, contributing to a total reduction of 10.4 GWh in 2025, equivalent to around 5% of the plant's yearly energy consumption.

Spokeswoman Technology, Innovation & Original Equipment

Head of Global External Communications

Press release distributed by Wire Association on behalf of Continental AG, on Apr 9, 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-celebrates-20-years-of-tire-production-in-camacari-brazil-2792

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