

# Continental Expands Product Range to Address Tomorrow's Challenges of the Workshop Business



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BY [CONTINENTAL AG](#)

Continental is expanding its spare and wearable parts business and entering additional product categories, including sensors for advanced driver assistance systems

- Focus on sustainability: multi V-belts with sustainable materials and improved environmental compatibility

- Enno Straten, head of Automotive Aftermarket at Continental:

Tackling the challenges of tomorrow's mobility together and helping service companies seize opportunities

Frankfurt, Germany, July 24, 2024. Mastering new technologies and enabling sustainability are two of the key themes of Continental's presence at this year's Automechanika trade fair in Frankfurt, where the company's motto will be 'Shaping Tomorrow. Together!' The technology company is significantly expanding its original equipment product range and, at the same time, enters additional product categories. New additions to the aftermarket portfolio include sensors for advanced driver assistance systems, such as various radar and camera modules. For wearable parts, the focus is on greater sustainability and environmental protection with maximum performance: world premieres include the first production-ready multi V-belts, for which renewable and recycled materials are used. Continental will also showcase further product innovations from Continental's premium brake brand ATE for greater sustainability. In Frankfurt, Continental will also be the first manufacturer to present a production tire with a high share of sustainable materials. With up to 65 percent renewable, recycled and mass balance certified materials, the UltracContact NXT combines a remarkably high share of

sustainable materials with maximum safety and performance. Numerous other innovations can be seen at booth FOR.0 A03 from September 10 to 14.

New technologies, digitalization and a cross-industry trend towards greater sustainability pose huge challenges for workshop partners and retailers,

says Enno Straten, head of the Automotive Aftermarket business segment at Continental.

At Automechanika, we want to show that our partners can rely on our expertise as a premium supplier and on our services. Together with them, we want to tackle the challenges of tomorrow's mobility and help them seize opportunities. This positive spirit is expressed by our tagline 'Shaping Tomorrow. Together!'

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