Continental Further Expands Strong Position in Tire Original Equipment in China

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Continental stated that, in 2021, it held approvals for three of the five most successful manufacturers of all-electric vehicles in the Asia-Pacific (APAC) region. In global terms, Continental supplied seven of the ten most successful manufacturers of all-electric vehicles in the same time frame.

Continental's global tire business has grown significantly over the past few years, and, besides North America, the Asia-Pacific region is one of the key drivers of this growth. With the opening of a new tire plant in Hefei in the Chinese province of Anhui back in 2009, the tire manufacturer has significantly strengthened its competitive position in China and the Asia-Pacific region. This trend was also bolstered by an R&D center in Hefei, which the company opened already in 2008. Equipped with state-of-the-art testing and pilot facilities, the center is vital for helping Continental to better understand local customer requirements and is thus crucial to the success of Continental tires on the Chinese market.

In 2009, China became the biggest automotive manufacturing nation in the world and since then is also the world's biggest automotive market. Annual vehicle production in China today accounts for about 30 percent of all vehicle production across the world.

Link to the study conducted by China Tire Dealer:

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