Continental Honoured as German Quality Winner 2025

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BY CONTINENTAL AG

Continental takes top spot in the car tire category based on around 45,000 customer ratings

- Testing expertise and manufacturing precision ensure consistently high product quality

Hanover, Germany, June 17, 2025. Continental has been voted “Germany's Quality Winner 2025” by consumers in the car tire category. The award, presented for the first time by the German Institute for Service Quality (DISQ) in collaboration with the news channel n-tv, recognizes companies that consistently deliver high-quality products and services. It is based on an extensive survey in which almost 45,000 customer opinions were obtained on over 560 brands and companies from 66 sectors.

Manufacturing precision and testing expertise as the basis for quality

At Continental, the commitment to quality begins long before a tire is launched on the market and continues throughout its entire life cycle. All new tire models undergo a multi-stage testing procedure at Continental's international testing facilities. Tires are tested on various road surfaces and in different weather conditions and driving situations. This process is supplemented by virtual testing methods, such as the "driver-in-the-loop" simulator at Contidrom near Hanover. This simulator enables the faster development of new tire models with less raw material usage.

Continental also sets the highest standards for volume production. From selecting high-quality raw materials to implementing automated production processes and conducting final inspections of each tire, every step is carried out according to strict quality specifications. Continental also continuously incorporates customer feedback and market analysis results into product improvement.

Successes in this year's independent press tests

The high quality of Continental tires is regularly reflected in independent test results. The products consistently receive top ratings from organizations such as the ADAC, as well as from respected trade magazines like AUTO BILD and Auto Zeitung. One outstanding model is the high-performance SportContact 7 tire: In 2025, in eight tests, it was named test winner seven times - including by the ADAC and the trade magazines sport auto and AUTO BILD sportscars. The British magazine Tyre Reviews chose the PremiumContact 7 as the winner of its summer tire test.

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