

Continental in Exclusive Negotiations With ASC Regarding the Sale of Its French Retail Operations



PUBLISHED DEC 9, 2025
BY [CONTINENTAL AG](#)

Outlets to be sold to remain part of Continental's BestDrive France franchise network

BestDrive France aims to move from a hybrid to a fully franchised distribution structure

Serving more than 200 tire service outlets throughout France, BestDrive remains fully committed to the French market

Le Meux, December 10, 2025. Continental has entered exclusive negotiations with ASC Investment regarding the sale of its French retail operations ContiTrade France. The intended transaction includes more than 130 company-owned BestDrive outlets, two retreading facilities, as well as the administrative functions supporting the tire and vehicle maintenance business and totaling approx. 1,200 employees. All service outlets to be sold would remain part of Continental's BestDrive France network under a franchise contract. Staff responsible for the franchise organization and the FleetPartner organization will be integrated into the Continental marketing and sales organization in France. Both parties agreed not to disclose any further details. The intended transaction will be subject to consultation with the Comité Social et Économique (CSE) and approval by the supervisory board of Continental AG, followed by the signing of a sale and purchase agreement.

Through this transaction, BestDrive France aims to successfully complete the transformation of its business model, moving from a hybrid distribution structure to a fully franchised network in France. Once the transaction is completed, Continental will serve its individual and fleet customers in France through an extensive network of

BestDrive service outlets operated by franchisees. With its strong global brand and long-standing expertise in the tire and vehicle services business, BestDrive remains fully committed to supporting its franchisees, helping them to grow their businesses and realize their full market potential.

ASC intends to operate the service outlets as an independent and agile activity, fully dedicated to providing a wide range of high-quality services to its existing and new clients via an extended product offering. Together with the current management team, ASC is committed to leverage on the existing footprint of ContiTrade France and its employee's skillsets.

Continental aims to optimize and expand its franchise network throughout France. Access to a competitive BestDrive Private Brand product range, a future-ready digital services portfolio as well as the nationwide FleetPartner network are key elements of BestDrive's comprehensive franchise proposition. In total, BestDrive serves more than 200 outlets throughout France.

ASC is an investment firm based in Luxembourg and Munich, focusing on pan-European corporate spin-offs, carve-outs and succession situations with improvement potential. ASC is led by a group of experienced and proven investment and industry professionals with decades of experience, pursuing a strategy of unlocking operational improvement potential in acquired companies. Since 2010 the ASC team has been investing in pan-European situations where an active and entrepreneurial-minded investor is needed. Through its network and operational expertise, ASC supports companies to revitalize its operations and build-up a sound foundation for a sustainable future.

Press release distributed by Wire Association on behalf of Continental AG, on Dec 9, 2025. 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-in-exclusive-negotiations-with-asc-regarding-the-sale-of-its-french-retail-operations-2682>

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
