

# Continental is Main Sponsor and Official Tire Supplier of the Giro d'Italia 2024



PUBLISHED APR 28, 2024  
BY [CONTINENTAL AG](#)

All the official support vehicles will be fitted with the AllSeasonContact 2

- The 21 stages of the race cover 3,321 kilometers (2,064 miles) in total

-

This is our contribution to a safe Giro,

says Giorgio Cattaneo, PR & Communications manager Continental Italia

Hanover, Germany, April 29, 2024. Continental is continuing to expand its sponsoring activities in cycle racing. The Tour de France is set to begin on June 29, and before then the company will step up as one of the five main sponsors and official tire partner of this year's Giro d'Italia.

The Tour de France and Giro d'Italia are, alongside the Vuelta a España (tour of Spain), among the most important and tradition-rich cycle road races worldwide,

says Giorgio Cattaneo, PR & Communications manager Continental Italia.

As one of the main sponsors and equipment supplier to the support vehicles with our AllSeasonContact 2 tire, we will generate a high level of media attention for the Continental brand around the world over several weeks in an emotionally charged sporting arena.

In its role as tire supplier, Continental will equip the official support

vehicles at the Giro d'Italia. These vehicles play a critical role in helping the classic bike race proceed smoothly. To ensure safety at all times – including in unpredictable weather conditions, through tight hairpin bends and down rapid valley descents – they place their trust in AllSeasonContact 2 tires. This model is the latest evolution of the multi-award-winning AllSeasonContact range from Continental – and the most technologically advanced all-season tire developed by Continental to date. It offers supreme handling control in all weather conditions, increased fuel efficiency, safety and driving pleasure, making it the ideal solution for vehicles powered by all types of drive system. In March this year, the AllSeasonContact 2 came out on top in a test conducted by Tyre Reviews in the UK, scoring highly for its wet and dry handling, snow traction and low rolling resistance.

As well as sponsoring the Giro d'Italia, Continental will also be represented at the Giro-E as partner and jersey sponsor. The Giro-E gives amateur riders the chance to follow in the tire tracks of the legendary race around Italy on electrically assisted racing bikes – and in so doing experience the event at close quarters.

The 107th edition of the Giro d'Italia will get underway in Venaria Reale, in the Piedmont region, on May 4 and finish in Rome once again – 21 stages later – on May 26. The overall race distance is 3,321.2 kilometers (2,064 miles), the challenging and varied route confronting the 176 riders from 22 teams with six mountain-top finishes, two long individual time trials (Stage 7 and Stage 14) totaling 69.7 kilometers (43.3 miles), plus just under eleven kilometers (6.8 miles) over gravel on Stage 6 (including sections of the Strade Bianche), seven hilly stages – which a variety of riders might fancy their chances of winning – and six stage finishes likely to appeal to the sprinters.

*Press release distributed by Wire Association on behalf of Continental AG, on Apr 28, 2024. 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-is-main-sponsor-and-official-tire-supplier-of-the-giro-ditalia-2024-2038>

---

## Continental AG

**Newsroom:** <https://wireassociation.eu/newsroom/continental-ag>

**Website:** <https://www.continental.com/>

**Primary Email:** [silke.bernhardt@conti.de](mailto:silke.bernhardt@conti.de)

## Social Media

Facebook - <https://www.facebook.com/Continental>

Twitter - [https://twitter.com/Conti\\_Press](https://twitter.com/Conti_Press)

Youtube - <https://www.youtube.com/c/ContinentalCorporation>

Instagram - [https://www.instagram.com/continental\\_career/](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](https://www.glassdoor.com/Overview/Working-at-Continental-EI_IE3768.11,22.htm)

---