

Continental Show Truck Sets off on the Second Leg of Its European Tour



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BY [CONTINENTAL AG](#)

The ContiEuropeanRoadshow's interactive exhibition brings tire solutions for trucks, buses and vans directly to the customer

- Itinerary takes in another 17 countries in 2024
- Roadshow blog is a blend of travel log, useful information about countries for haulage companies and insights into the latest trends and technologies

Hanover, Germany, March 21, 2024. A show truck from Continental has been on the road for nearly a year now, bringing the ContiEuropeanRoadshow to partners and customers throughout the continent. The tour is taking the tire manufacturer's team to more than 30 countries, covering a distance of over 50,000 kilometers (approx. 31,000 miles) in the process. The technology company is showcasing innovative ideas for efficient, eco-friendly transportation in tomorrow's world at customer events, trade fairs and industry get-togethers, such as the ADAC Truck Grand Prix at the Nürburgring. Following a winter break, the roadshow is now embarking on its second leg.

A finger on the industry's pulse

In March 2024, the Continental show truck is visiting the Netherlands, where its itinerary includes stops at business partner Volvo. Here, visitors can look forward to up-to-the-minute information, talks and roundtable discussions on key issues affecting their business. This is thanks to the interactive exhibition on board the show trailer covering five themes: lowering operating costs with the LODC consultancy approach, special tires for vans, fifth-generation commercial vehicle tires, digital solutions for tire and fleet management, as well as solutions for increasing fuel efficiency and sustainability, such as retreaded tires.

We are exhibiting products and services that are designed to help our fleet customers tackle the enormous challenges facing the industry,” says Tansu Isik, Head of Fleet Solutions EMEA at Continental Tires, whose responsibilities include the ContiEuropeanRoadshow. The first year of the roadshow enjoyed a consistently positive response: “Both our customers and colleagues in the markets appreciate us going directly to them,” explains Isik. “The show truck plays host to an incredibly diverse and beneficial range of meetings and encounters. Here, we are providing a unique platform for discussing the crucial questions that haulage companies, tire dealers and vehicle manufacturers are asking themselves.

Another person thrilled by the roadshow is Ronny Nittmann, the professional truck driver responsible for safely guiding the powerful tractor unit with its valuable trailer to each of the destinations en route. In 2023, he already clocked up over 20,000 kilometers (approx. 12,500 miles) across a total of twelve countries, during which time he was on the road for 14 weeks – starting in the Baltic region and Poland, continuing through Scandinavia and finishing up in Turkey.

I met so many friendly and interesting people. Together with the team from Continental, we managed to solve all the problems along the way,

says Nittmann. He compiles a genuine, up-to-the-minute report of his experiences – with the occasional twist of humor – in the Continental roadshow blog. The tire manufacturer also uses this multilingual corporate blog to provide a wealth of information on technological trends and the logistics industry in the various countries.

Stops scheduled for another 16 countries, starting in April

The ContiEuropeanRoadshow schedule for 2024 is sure to hold plenty more exciting stories and encounters in store. After Easter, it moves on to Spain and Portugal before continuing to Italy, Austria and Switzerland in May. This will be followed by stops in France, Czechia and Slovakia before the show truck once again calls in at the ADAC Truck Grand Prix at the Nürburgring, this time being held on July 11–14. In the fall, the roadshow will head toward southeastern Europe, passing through Romania, Hungary, Bulgaria, Bosnia & Herzegovina, Croatia, Serbia and Slovenia. Visitors to the industry’s two main trade

fairs in Germany – Automechanika in Frankfurt am Main (September 10-14) and IAA Transportation in Hanover (September 17-22) – will also have a chance to experience the ContiEuropeanRoadshow.

Business Area Replacement EMEA

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