Continental tire solutions help fleets with digital and sustainable transformation

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Continental study of 850 fleet managers shows the scale of the economic challenges facing the transport and logistics industry

- Significant differences in willingness to change between the UK, France, and Germany

- Commercial vehicle tires and digital solutions from Continental help reduce operating costs and transform fleets in a sustainable manner

Hanover, Germany, July 29, 2025. Continental supports fleet operators with safe and durable commercial vehicle tires, digital solutions, and comprehensive consulting services to increase the efficiency of their vehicles and reduce costs. This is because the transport and logistics industry in Europe and North America is under pressure due to rising operating costs and economic risks. This is confirmed in “The Future of the Fleets” study, conducted by Dataforce on behalf of Continental last year, which surveyed 850 fleet managers from France, the UK, Germany, and the US. The survey panel included vehicle fleets with trucks, buses, vans, and passenger cars. Seventy-six percent of those surveyed stated that rising costs were the biggest challenge facing their companies. Forty-six percent see major economic risks, caused by factors such as crises, conflicts, and fragile supply chains.

Differences in competitiveness, digitalization, and readiness for transformation are evident.

> Our survey confirms what we observe in our business with our customers: every market is different, and no two fleets are alike,

says Franziska Ohliger, Head of Commercial Consumer Business Solutions at Continental. “That's why we offer adaptable, tailor-made solutions that are tailored to the regional conditions, digital

development status and individual key figures of our customers.”

United Kingdom: strong interest in digital solutions

Fleet managers from the United Kingdom are particularly open to fundamental change in the survey: Four out of five respondents see a significant need for transformation in their companies, and 73 percent are concerned about their competitiveness. There is strong interest in digital tools that improve driver safety, minimize downtime, and help reduce costs.

> British fleets want technologies that pay for themselves quickly, increase efficiency, and simplify operations,

says Clarisa Doval, Head of Digital Solutions at Continental Tire.

> Our ContiConnect digital tire management solution is easy to use and can be integrated into the transport yard and everyday business. This enables our customers to significantly reduce operating costs in a short period of time.

Using sensors, ContiConnect transmits data on tire condition and performance to fleet management in real time. With an overview of the entire fleet, fleet managers can plan maintenance intervals in advance, replace tires at exactly the right time, and avoid breakdowns and downtime.

France: focus on sustainability

Respondents in France are also ready for change: three out of four fleet managers recognize a significant need for transformation. At the same time, 64 percent of respondents are skeptical about the future competitiveness of their companies. Many French transport and logistics companies are particularly concerned with aspects of climate-friendly transformation: 43 percent want to reduce emissions, and 65 percent are already investing in the electrification of their fleets.

> French fleet managers are not only ready for innovation they are already taking action,

explains Franziska Ohliger from Continental. She points to truck tires such as the Conti Eco, which combines low rolling resistance,

robustness, and high mileage, making it ideal for heavy battery-electric trucks. For buses in urban public transport, Continental is launching the Conti Urban NXT this year, its most sustainable commercial vehicle tire to date. It consists of 59 percent renewable or recycled materials.

Germany: cost pressure, little willingness to change

Respondents from Germany are less open to change, even though they complain most frequently about cost pressure and economic uncertainty. Only 51 percent of German fleet managers consider transformation necessary, and only 22 percent are concerned about future competitiveness. In addition to rising costs, 58 percent see the electrification of fleets and 48 percent see a shortage of drivers as major challenges. Forty-eight percent of German fleet managers also see themselves as technological laggards – more than in any other country surveyed. Forty-seven percent say they are pragmatists who only adopt new technologies once they have been tried and tested.

Only six percent of respondents from Germany describe themselves as technological pioneers who actively seek out new solutions and are the first to adopt them. In France, on the other hand, 21 percent see themselves as early adopters, and in the UK the figure is as high as 32 percent.

> In Germany in particular, we have a great opportunity to transform risk-averse fleets into highly efficient industry champions through digital solutions," says Continental expert Doval. "Our ContiConnect tire management solutions and our comprehensive consulting concept are proven methods for making fleets fit for the future.

Click here for the study

> The Future of Fleets. A report by Continental

Spokesperson commercial vehicle tires

Public Relations, Media and Communication

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