Continental Tires Announces Strategic Realignment of its Product Portfolio in India

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Focus on the Passenger Car and Light Truck tyre (PLT) segment in the Indian market

- Truck and bus radial tyre (TBR) production at Modipuram to cease as of June 2025

- India remains an important market for the company in the Asia-Pacific region

New Delhi, June 02, 2025. Continental, one of the world's leading premium tyre manufacturers, has announced a strategic realignment of its product portfolio in India. In future, the company will fully focus on the profitable growth of its Passenger Car and Light Truck tyre (PLT) business. As part of this strategic transition, Continental will discontinue its Truck and Bus Radial tyre (TBR) business. This includes its dedicated TBR manufacturing line at its Modipuram tyre plant in Meerut, Uttar Pradesh.

The realignment is aimed at ensuring the long-term viability of Continental Tires' operations in India. In response to changing local customer demand, Continental will focus on further developing its local product portfolio and manufacturing footprint to align with future growth opportunities in the PLT tyre premium segment. The decision follows a comprehensive business review aimed at safeguarding and strengthening the company's competitiveness in the Asia-Pacific region. With its strong tyre manufacturing network in the region, the company serves replacement customers and original equipment customers alike.

Amidst intense competition and high price sensitivity in the TBR segment, sustaining long-term value from Continental's premium offerings has been a significant challenge. Hence, Continental's truck and bus radial tyre business manufacturing operations in India will be

discontinued as of June 2025. The company's priority is to support its employees by providing assistance and support such as career counselling as well as exploring potential employment opportunities inside and outside of Continental. In addition, a voluntary retirement and separation scheme will be offered.

India remains a strategically important market for Continental's tyre business. Committed to sustainable and long-term business growth, Continental aims to further strengthen its market position in India as the trusted premium tyre partner. The company is present with sales and distribution activities headquartered in Faridabad (Haryana), manufacturing operations for passenger and light truck tyres in Modipuram Meerut, Uttar Pradesh and has recently opened an IT Hub in Bengaluru.

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