Continental Tires expands the Terra Range with the Terra Adventure Graphite Reflex

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Continental introduces the Terra Adventure Graphite-Reflex, adding a Graphite Reflective strip for enhanced visibility in low-light conditions

- The new Graphite-Reflex model of the Terra Adventure retains the aggressive, off-road capability of Continental's most exploration-ready gravel tire

- Inspired by XC MTB technology and available in widths from 45–55 mm, the Terra Adventure Graphite-Reflex delivers confident traction, durable Trail Casing protection, and a modern tubeless-ready setup for all-terrain adventure riding

Hanover, Germany, January 20, 2026: Continental has expanded its gravel lineup with the launch of the Terra Adventure Graphite-Reflex, a new variant of its most capable gravel tire.

Featuring a Graphite Reflective strip for improved visibility in low-light conditions, the Terra Adventure Graphite-Reflex gives riders the confidence to push further, for longer, deep into the darkness.

Designed for riders who thrive on exploration and independence, the Terra Adventure is now offered in a distinctive Graphite-Reflex option that sits confidently within the range. Delivering the same proven performance as the original Terra Adventure, this edition adds an R88-certified reflective sidewall strip for enhanced visibility during demanding off-road riding. It bridges the gap between gravel and cross-country MTB with uncompromised rolling speed, secure grip, and long-distance durability.

Alexander Haenke, MTB and Gravel Product Manager, Continental Tires, said: "With the new Terra Adventure Graphite-Reflex, we're expanding our gravel tire portfolio for riders who want to venture further with greater confidence. By integrating R88-certified Graphite-

Reflex, we’re improving low-light visibility and offering riders extra peace of mind on extended or unpredictable routes.

> Whether you’re tackling dark-season gravel rides or pushing through late-night bikepacking miles, Terra Adventure Graphite-Reflex adds a meaningful safety advantage without compromising style or performance. At Continental, we’re dedicated to creating products that align with every rider’s adventure — and with this new addition, the journey can continue long after the sun goes down

Inspired by Continental’s cross-country mountain bike technology, the Terra Adventure Graphite-Reflex features the same fast-rolling, open tread pattern that delivers dependable traction from soft soil to hardpack. Reinforced shoulder knobs boost cornering confidence, while the 3-3-4 Center Stud arrangement provides stability under braking and smooth transitions across mixed surfaces.

Across the full size range, from the 45mm speed-focused profile to the comfort-oriented 55mm, each tire retains Trail Casing protection, tubeless-ready construction, hookless compatibility, and Continental’s proven Grip Compound for reliable performance in all conditions.

Key features of the Terra Adventure Graphite-Reflex

- MTB-inspired open tread for maximum off-road grip and low rolling resistance

- Graphite-Reflex Strip for greater side-on visibility in low-light conditions

- Weight: 540g (45mm width, 28”), 620g (50mm width, 28”), 730g (55mm width, 29”)

- Technology: Grip Compound, reinforced single-layer construction, tubeless-ready and hookless compatible

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Bicycle Tires, Specialty Tires

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