

Continental Tires Extends E-Mobility Strategy to Secondary Brands



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New products from Continental's secondary brands now feature EV-compatible logo on the sidewall

- Maria Hanczuch, Head of Program Management Private Mobility EMEA:

Our company's tires are always the right choice, regardless of the type of drive

Hanover, Germany, April 17, 2024. From now on, all newly launched passenger car and 4x4 tire lines of Continental's secondary brands in Europe will carry the EV-Compatible logo on the sidewall. Continental is thus further expanding its product strategy for electric vehicles. All of the company's new tires meet the high requirements of electric vehicles and at the same time support conventionally powered vehicles in driving efficiently and safely.

In addition to the tire sidewall, Continental will also use the logo in all ordering systems and marketing materials online and offline, as well as on the sales floor. For selected current tire models of the brands Barum, General Tire, Mabor, Matador, Semperit, Uniroyal and Viking, which are already optimized for electric vehicles, the logo will be used in all ordering systems with immediate effect.

Customized Tire Configurations for Every Vehicle

Hybrid and all-electric vehicles are now available in all passenger car segments, from small cars to large sedans. As with internal combustion vehicles, electric vehicles require unique tire configurations. For high performance and long-range internal combustion and electric vehicles, the focus is on handling and mileage-oriented tires, while small cars require low rolling resistance to optimize fuel and power consumption. In principle, vehicles of all

powertrain types benefit from technological advances in tire development.

With the advent of electro mobility, our development focus has changed in certain areas. We have used the past few years intensively to optimize our entire tire portfolio for all drive systems,

says Maria Hanczuch, Head of Program Management Private Mobility EMEA at Continental.

Today, we can say with conviction that our tires are always the right choice, regardless of the drive system.

The current tire strategy for electric vehicles also offers great advantages for the tire trade, as Continental is not unnecessarily increasing the complexity of its product portfolio. This simplifies warehousing, ordering and logistics processes and saves valuable resources from the production to the mounting of a tire.

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