

# Continental to Build First Fully Owned Tire Distribution Center in the U.S.



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BY [CONTINENTAL AG](#)

Distribution center to cover 753,000 square feet, storage capacities of up to 800,000 tires

- Dallas-Fort-Worth-Metroplex is a key distribution area for the premium tire manufacturer
- Expected go-live 2026, further improving service levels and customer support

Fort Mill (SC), USA, September 18, 2024. Continental invests into its first fully owned tire distribution center in the U.S., in the Dallas-Fort-Worth-Metroplex. With the new facility, Continental Tires the Americas is improving both service levels and customer support even further. Designed with future expansion in mind, the distribution center is planned to feature modern technologies and align with the companies' long-term sustainability goals. Construction of the new distribution center will commence in September 2024. It will have a capacity to store more than 800,000 tires. Operations are scheduled to start in 2026. The facility will initially span 753,000 square feet, with the potential to expand to 1,255,000 square feet. The location was selected based on a comprehensive network study by Continental that identified the Dallas-Fort-Worth area as a key distribution hub for the premium tire manufacturer. To this day, Continental serves the U.S. market through seven distribution centers.

This facility marks our first owned tire distribution center in the U.S., reflecting our commitment to enhancing service levels and better attending to our customers,

says Bill Caldwell, Senior Vice President, Continental Passenger Car and Light Truck Tires in the U.S. He adds:

Designed for future expansion, the new distribution center will

include advanced automation technology and sustainability features, such as solar panels. We see the facility as a blueprint initiative for future building designs in respect of automation and renewable energy supply.

Continental consistently invests in the digitalization and automation of its global manufacturing operations at its 20 tire plants in 16 countries worldwide. The focus lies on research and development of new technologies, alternative materials, environmentally friendly production and continuous improvements of logistics process efficiency. By 2050 at the latest, the tire manufacturer aims to achieve 100 percent climate neutrality along its entire value chain.

Head of Marketing Replacement Tires Americas

Communications Manager Technology & Innovation

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