Continental to Discontinue Tyre Production at Alor Setar, Malaysia Plant

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Tyre manufacturing ceases by the end of 2025

- Employees affected will receive assistance and support

- Malaysia remains a key market for the company in the Asia-Pacific region

Kuala Lumpur, April 28, 2025. Continental will discontinue tyre manufacturing operations at its Alor Setar, Malaysia, plant by the end of 2025. The manufacturing facility produces passenger car and light truck tyres for the Asia Pacific Market, as well as motorcycle tyres. A total of 950 employees work at the Alor Setar facility. 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.

The decision to close the Alor Setar tyre plant follows a comprehensive business review to safeguard the company's competitiveness and business performance in the APAC region. Adapting to changing customer demand, the company seeks to optimise its local product portfolio and its manufacturing footprint.

Malaysia continues to be a key market for Continental in the Asia-Pacific region. The company reaffirms its commitment to its customers and partners in Malaysia, emphasising that long-term relationships and trust continue to be at the heart of its business in the country.

The Asia-Pacific region is a strategic growth region for Continental. With its strong tyre manufacturing network, the company serves replacement customers and original equipment customers alike. Its regional tyre manufacturing plants are in Hefei (China); Rayong (Thailand), Modipuram (India), Kalutara (Sri Lanka) and Petaling Jaya (Malaysia).

The tyre plant in Alor Setar began its operation on December 20, 1979, and since May 2012 is a fully owned subsidiary of Continental. The manufacturing facility stretches on a surface of around 133,000 m².

Head of External Communications

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