

# Continental to focus its Commercial Specialty Tires business



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BY [CONTINENTAL AG](#)

on Material Handling, Earthmoving and Port Operations Tires

- Agricultural Tires segment will be discontinued by the end of 2025
- Paul Williams, Head of Continental Commercial Specialty Tires:

Sharpening the focus of our Commercial Specialty Tires business will further leverage our resources towards our strengths in Material Handling, Earthmoving and Port Operations Tires

Hanover, Germany, April 4, 2025. Continental will focus its Commercial Specialty Tires business on Material Handling, Earthmoving and Port Operations Tires and discontinue its Agricultural Tires business by the end of 2025. This decision follows a comprehensive business review. As the market for agricultural tires has undergone strong disruptions in recent years, Continental's ambition is no longer compatible with the increasing commoditization of the market. Employees affected by this strategic repositioning are mainly located at its tire plant in Lousado, Portugal. Continental will support each one through this transition and is confident to offer most of the affected employees an alternative job within Continental.

We are proud of the contributions we as a team have made to the agricultural industry and the trustful relationships we have built with our customers and partners," says Paul Williams, Head of Continental Commercial Specialty Tires. "Sharpening the focus of our Commercial Specialty Tires business will further leverage our resources towards our strengths in Material Handling, Earthmoving and Port Operations Tires.

Until end of 2025, Continental will fulfill all contractual delivery obligations towards its customers of Agricultural Tires, namely with its

tire lines TractorMaster, Tractor70, Tractor85, CombineMaster and CompactMaster. The successful Multi-Purpose Tires lines will continue as part of Continental's Commercial Specialty Tires Business.

Communications Manager Commercial Specialty Tires

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