

# Continental UltraContact NXT Wins International Design Award 2023



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BY [CONTINENTAL AG](#)

Continental's most sustainable series tire to date wins "Gold" in the Automotive & Transport/Cars Accessories category at the International Design Awards 2023

- UltraContact NXT consists of 65 percent renewable, recycled and ISCC PLUS mass balance-certified materials
- Stefan Rittweger, Industrial Designer at Continental Tires:

Our design vision was to visually represent the tire's sustainable mission

Hannover, Germany, January 5, 2024. The jury of the International Design Awards (IDA) has awarded the UltraContact NXT the "Gold" award in the

Automotive & Transport / Cars Accessories

category for its special sidewall design. With up to 65 percent renewable, recycled and ISCC Plus mass balance-certified materials, the UltraContact NXT is Continental's most sustainable production tire to date.

Our design vision was to visually represent the sustainable mission of the tire. To achieve this, we used 3D and depth effects to design a leaf as a symbol of the tire's forward-looking message. This is the first time we have achieved this perspective effect,

says Stefan Rittweger, the designer behind the tire. But even in the design of the UltraContact NXT, form followed function:

The design of the tread is not only technically optimized, but also supports confidence in the product through its character. Design details such as the soft shape of the cross-cuts and the edges of the tread blocks support excellent abrasion behavior, among other things. Design and technology are perfectly coordinated.

Focus on sustainability, safety and top performance

The new summer tire from Continental combines a high proportion of renewable, recycled and mass balance-certified materials with maximum safety and performance. All available dimensions achieve the best rating in the EU tire label ("A") in the areas of rolling resistance, wet braking and exterior noise. Continental is working tirelessly to advance innovative technologies and sustainable products and services throughout its entire value chain, from sourcing sustainable materials to recycling end-of-life tires. By 2030, the premium tire manufacturer aims to use more than 40 percent renewable and recycled content in its tires.

The UltraContact NXT is an important step to fulfill these ambitious sustainability goals and to become the most progressive tire manufacturer, as laid out in its Vision 2030 strategy program.

The International Design Awards (IDA) have been presented annually since 2007 to recognize, celebrate and promote exceptional design visionaries and discover up-and-coming talents in the fields of architecture, interior design, product, graphic and fashion design worldwide. The jury, consisting of leading experts in the fields of architecture, fashion, interior design, product- and graphic design, evaluates each work according to strict criteria such as innovation, aesthetics, functionality and ecological compatibility. In 2023 alone, the jury evaluated thousands of submissions from almost 80 countries.

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