

# Continental Wins Three “Best Brand” Reader’s Choice Awards



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BY [CONTINENTAL AG](#)

Continental tires highly commended by readers of the German auto magazine “Auto Straßenverkehr”

- Tire manufacturer awarded first place for summer, winter and all-season tires
- Over 12,200 readers voted

Hanover, Germany, August 31, 2023. Continental won first prize in three categories in the readers’ poll conducted by the German “Auto Straßenverkehr” magazine. In the “Best Brand” poll, the tire manufacturer came first in each of the summer, winter and all-season tire categories – and in summer and winter tires, the Hanover-based company had a clear lead over the competition with more than 50 percent of the votes. According to the magazine publisher, 12,223 readers participated in the poll, around ten percent more than last year. Products and services from the automotive sector competed for awards in 14 categories.

To take first place in all the tire categories is naturally an extraordinary accolade for us,” says a delighted Timo Röbbel, Head of Marketing for Tire Replacements, Germany. “With this result, the critical and extremely competent jury has shown us that we’re on the right track with our approach of developing and manufacturing premium tires with a special focus on sustainability and safety.” Röbbel adds that the outstanding performance of Continental tires in the tire tests published by “Auto Straßenverkehr

plus the individual experiences of the readers are still more reasons for Continental’s first places in the readers’ poll.

Continental manufactures summer, winter and all-season tires for cars, SUVs, vans and transporters. The technology company is currently manufacturing its most sustainable production tire to date

with the UltraContact NXT, which has just gone into production. With up to 65 percent renewable, recycled and mass balance certified materials, this new summer tire by Continental combines a high proportion of sustainable materials with maximum safety and performance. All the tire's dimensions have the top rating in the EU tire label (A) for rolling resistance, wet braking and external noise.

Continental Presse Tires EMEA

Continental Reifen Deutschland GmbH

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