

Continental Wins “Vendor of the Year” Award for Third Year in a Row



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Continental named “Vendor of the Year” by Mitsubishi Logisnext Americas (MLA) via the OE aftermarket Rapidparts program

- Award recognizes Continental Specialty Tires’ outstanding commitment to the Rapidparts program for the third year in a row
- MLA emphasizes Continental’s quality, customer service and adaptability in the material handling sector

Hanover, Germany, August 10, 2023. For the third year in a row, Mitsubishi Logisnext Americas (MLA) has named Continental as the winner of its prestigious “Vendor of the Year” award. The award recognizes the outstanding commitment and operational support demonstrated by Continental through MLA’s original equipment aftermarket program, Rapidparts, in the material handling sector. By winning the award, Continental Specialty Tires has further strengthened its position as a customer-focused industry partner in the United States and Mexico. As part of the Rapidparts program, Continental Specialty Tires supplies its solid tires product portfolio (MH20, PT18, SC18, General Tire). These products are ideally suited to the many types of lift trucks manufactured by MLA under the brands Mitsubishi Forklift Trucks, CAT Lift Trucks, Jungheinrich and Unicarriers in the North American market.

Award bolsters Continental’s global market resonance

Since 2009, Continental has developed an excellent relationship with Rapidparts in the USA based on our shared commitment to supplying customers with best-in-class products at competitive prices,” said Klaus Framenau, head of Continental’s Material Handling business field. “Winning this award for the third consecutive time signifies the progress we are making – in America as well as in our other markets around

the world.

Sole tire manufacturer to win award

Continental is one of only a few suppliers to have won the award three times and the only tire manufacturer to have received the honor this year. John Lamancusa, preferred partner programs manager at Mitsubishi Logisnext Americas, stated:

We are pleased to announce that Continental Tires has been awarded the Vendor of the Year for its outstanding performance and commitment to excellence. This prestigious award is a reflection of Continental Tires' unwavering dedication to continuous improvement. Its proactive approach to understanding customer needs and adapting to changing market demands has enabled it to stay ahead of the competition. Through its exceptional collaboration, it has consistently delivered value and exceeded our expectations.

Rob Schroeder, head of operations for Commercial Specialty Tires North America and manager of the Rapidparts program, noted:

Receiving this award for the third consecutive time is an exceptional accomplishment for our team. It reiterates our commitment to build mutually beneficial programs that offer the lowest overall cost of ownership for our customers.

Winners receive an award and are recognized at MLA's annual supplier summit later in the year. MLA is one of the world's leading manufacturers and suppliers of material handling, automation and fleet solutions. Its mission is to optimize customers' material handling processes and reinvent the way they move and transport goods. The Rapidparts program consists of hundreds of suppliers of a wide range of products who have come together under this objective.

Communications Manager Commercial Specialty Tires

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Continental AG

Newsroom: <https://wireassociation.eu/newsroom/continental-ag>

Website: <https://www.continental.com/>

Primary Email: silke.bernhardt@conti.de

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