EcoContact 7 and EcoContact 7 S – The Most Efficient Tires from Continental to Date

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BY CONTINENTAL AG

Optimized aerodynamics and rolling resistance for more sustainable driving

- Reduced pass-by noise at low speeds for quieter city centers

- Developed for vehicles of all drive types

Hannover, Germany, February 5, 2025. With the EcoContact 7 and the EcoContact 7 S, Continental is launching two new tires. In developing the two new summer models, the premium tire manufacturer focused on improved driving efficiency, lower rolling noise and dynamic handling. The tires are ideal for electric vehicles but can also reduce the fuel consumption of internal combustion vehicles. In EU tire label measurements, the two new EcoContact models predominantly achieve Class A for rolling resistance and Class A and B for wet braking and rolling noise.

Optimized efficiency: more kilometers with less energy

With the EcoContact 7 and EcoContact 7 S, Continental has once again succeeded in significantly increasing the overall efficiency of the tires. In addition to the new Green Chili 3.0 rubber compound, this is due to the Smart Energy Casing technology that Continentals has already used in its current AllSeasonContact 2 all-season tire: The EcoContact 7 and EcoContact 7 S use new materials in the tire carcass, inner layer and tire wall. They reduce friction inside the tire, thereby lowering rolling resistance and increasing energy efficiency.

When improving the dynamics, the company relied on knowledge gained from golf sport. Golf balls are equipped with 300 - 450 small dimples. These reduce air resistance and at the same time ensure greater lift and a longer and more precise flight. Continental has transferred this concept to the sidewalls of the tires and developed the

Aerodimple structure. The dimples embedded in the tire sidewall reduce the air turbulence behind the tire so that the vehicle has to use less energy to move the tire.

Low rolling noise and more comfort: quiet rolling in urban areas

Continental has developed the Silent Pattern tread pattern for the EcoContact 7 and EcoContact 7 S to help reduce road noise in cities and sustainably support the quiet rolling of electric vehicles without engine noise, as well as combustion vehicles with particularly quiet engines. For this purpose, the spacing of the tread blocks and the angle of the blocks were optimized at the same time.

The resulting tread design is ideally matched to the frequencies that normally occur at speeds of around 50 km/h and is able to contribute to a more pleasant noise perception for passers-by and residents.

EcoContact 7 and EcoContact 7 S: ideal solutions for all vehicle types and drive systems

The EcoContact 7 and EcoContact 7 S combine many innovative Continental technologies that improve both models in terms of efficiency, rolling noise, dry handling and mileage, differentiated by the Green Chili 3.0 tread compound. This has been adapted to the different priorities of the two models.

With the EcoContact 7 compound, Continental has focused very strongly on particularly low rolling resistance, which ensures its high energy efficiency. The tread compound of the EcoContact 7 S also ensures improved wet grip and handling. The sportier version also offers greater steering precision and a higher grip level.

With both models, Continental is able to meet the different needs of various vehicle manufacturers and drivers of all drive types. Their special efficiency, low rolling noise and high mileage also make the EcoContact 7 and EcoContact 7 S the ideal summer tire solution for electric vehicles. Both models are therefore also marked with the Continental EV Compatible logo on the sidewall, which explicitly recommends the tires for use on electric vehicles.

The EcoContact 7 and EcoContact 7 S have already received original equipment approvals from well-known vehicle manufacturers such as BYD, Mercedes and Volkswagen.

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