Edwin Goudswaard Appointed New Head of Research and Development at Continental Tires

PUBLISHED SEP 18, 2023
BY CONTINENTAL AG

Edwin Goudswaard took charge on September 1, 2023

- Predecessor Boris Mergell now head of the User Experience business area at Continental Automotive

- Continental is investing systematically in the research and development of new technologies, alternative materials, and environmentally friendly production methods

Hanover, Germany, September 19, 2023. Edwin Goudswaard (44) took charge of Continental Tires' research and development activities on September 1, 2023. He succeeds Dr. Boris Mergell (48) who took over as head of the User Experience business area at Continental Automotive, also on September 1, 2023.

> Edwin Goudswaard has acquired an incredible depth and breadth of experience in a range of different positions worldwide. This will stand him in good stead as the new head of our R&D department. On behalf of the entire management team, I wish him all the best and every success in his new role," said Christian Kötz, Head of the Tires group sector and member of the Executive Board of Continental AG. "I would like to thank Boris Mergell for his many years of dedication to Continental Tires. Together with the global Tires team, he has implemented numerous development projects with enormous success, frequently breaking new technological ground in the process.

Goudswaard began his career at Continental in 2006, shortly after completing his mechanical engineering studies. Following an international R&D trainee program, he worked in virtual development and product development for original equipment tires. Between 2013 and 2021, Dutch-born Goudswaard assumed various management

roles in R&D and in the production facilities for two-wheeler and passenger car tires in Europe and Asia. In 2021, he was appointed head of the Two-Wheel tire business area. He was most recently responsible for Continental's global research and development activities in the passenger car tire replacement business.

To make the production, everyday use, and recycling of tires even more economical and environmentally friendly, Continental is investing systematically in the research and development of new technologies, alternative materials, and environmentally friendly production methods. The tire manufacturer is aiming to gradually switch over to 100 percent sustainable materials in its tire production by 2050 at the latest.

One example of the company's outstanding material expertise can be seen in the recently unveiled UltraContact NXT car tire line. Up to 65 percent of each tire consists of renewable, recycled and ISCC PLUS mass-balance-certified materials, and the tires recently entered production for the European market.

With its premium portfolio in the car, truck and specialty tire segments, Continental has spent almost its entire existence of 150 years, dedicated to the pursuit of innovative excellence in tire technology. That applies to everything from high-performance tires for cars, tires for trucks and buses, and digital solutions for fleet management, through to special solutions for specialist vehicles of all types as well as for bicycles and motorcycles.

Head of External Communications

Communications Manager Technology & Innovation

Press release distributed by Wire Association on behalf of Continental AG, on Sep 18, 2023. For more information subscribe and follow us.

Media Assets

Embedded Media

Visit the online press release to interact with the embedded media.

https://wireassociation.eu/newsroom/continental-ag/releases/en/edwin-goudswaard-appointed-new-head-of-research-and-development-at-continental-tires-1422

Continental AG

Newsroom: https://wireassociation.eu/newsroom/continental-ag
Website: https://www.continental.com/
Primary Email: silke.bernhardt@conti.de

Social Media

Facebook - https://www.facebook.com/Continental
Twitter - https://twitter.com/Conti_Press
Youtube - https://www.youtube.com/c/ContinentalCorporation
Instagram - https://www.instagram.com/continental_career/
Linkedin - https://www.linkedin.com/company/continental
Glassdoor - https://www.glassdoor.com/Overview/Working-at-Continental-EI_IE3768.11,22.htm

---