Enno Straten to head the Automotive Aftermarket business segment at Continental

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Enno Straten will assume his position on November 1, 2023

- The 50-year-old manager comes to the Automotive Aftermarket segment from the business area Replacement EMEA (Europe, the Middle East and Africa)

- Peter Wagner, the previous head of the Automotive Aftermarket business segment, will pursue new tasks outside of Continental

Frankfurt, Germany, October 19, 2023. Enno Straten (50) will become head of Continental's Automotive Aftermarket business segment at Continental, effective November 1, 2023. This segment includes replacement and wear parts for the passenger car aftermarket, such as brakes, electronic components, service equipment or batteries. Straten succeeds Peter Wagner, who will pursue new tasks outside of Continental.

Enno Straten comes from the Tires group sector at Continental, where he has held a number of senior management positions for more than 20 years. Since 2020 he has been responsible for Strategy, Analytics and Marketing (SAM) in the business area Replacement Tires for Europe, the Middle East and Asia (EMEA). Prior to that he was head of Commercial Specialty Tires (CST) and was the key account manager at Tires for original equipment in passenger cars and light commercial vehicles. Straten has a degree in mechanical engineering from the Leibniz University Hanover.

> Enno Straten is an experienced manager familiar with the structures of the aftermarket for a long time," says Ismail Dagli, head of the business area Smart Mobility, which includes the Automotive Aftermarket business segment. "His approach of creating close links between strategy, data analytics and marketing made an important contribution to the current

success of our business area Replacement Tires. In our aftermarket business for cars he will be responsible for keeping us on course for growth and preparing us to meet future challenges.

Peter Wagner successfully promoted the expansion of our aftermarket portfolio in the past years, spearheaded our growth as a one-stop supplier and supported the development of our workshop services, which are an increasingly important area," adds Dagli. "This has contributed significantly to our success in the aftermarket business for cars. We thank him for his longstanding commitment and wish him all the best for the future.

Peter Wagner became head of the Independent Aftermarket business segment, as it was then called, in 2014. Before that he held senior sales positions for the aftermarket at Continental and Pirelli.

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