

# ETM Award 2024: Continental Tops Readers' Poll in the Commercial Vehicle Tires Category



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BY [CONTINENTAL AG](#)

Readers of titles from specialist publisher ETM secure Continental first place in the "Tires" category

- Commercial vehicle professionals vote for the best products for the transport and logistics industry across 31 categories
- Commercial vehicle tires from Continental impress with their long mileage; customers also benefit from high quality of service and future-focused approach to tire development

Hanover, Germany, September 20, 2024. Continental has won the ETM Award 2024 "Best of New Transportation" in the renowned readers' survey conducted by German publisher ETM among commercial vehicle professionals. In the "Tires" category, readers of trade magazines "trans aktuell" and "Fernfahrer" and users of "[eurotransport.de](#)" handed the most votes to Continental's product range.

This award provides a ringing endorsement both of the work carried out by our tire developers and of our commitment to meeting the needs of our customers day in, day out,

said Timo Röbbel, Head of Marketing Replacement Tires Germany.

New award concept: spotlight on forward-looking products

The ETM readers' poll – one of the largest such surveys in Germany – was given a revamp this year, and is now geared fully to recognizing future-focused products and solutions.

Our tire developers consistently incorporate our customers'

requirements into their work. This means they are helping fleet operators to equip their vehicles with an eye to the future – and therefore to meet the highly exacting demands of the transport and logistics industry effectively over the long term. We are delighted that this approach is acknowledged and appreciated by users,

commented Röbbel at the IAA Transportation trade fair in Hanover. The ETM Award is seen as a benchmark for and bellwether of the commercial vehicle sector.

Far-reaching tire services: maximizing the benefits for customers

As part of its Vision 2030 strategic program, Continental is focusing on a consistently customer-centric approach.

One of the keys to achieving this is our growing range of services to complement our products,

explained Timo Röbbel. The objective here is an entire ecosystem of comprehensive tire services designed to enhance customer benefit – including digital tire solutions that boost safety at the same time as lowering costs.

As a complete solution provider, Continental aims to offer customers excellent products and services – and, by extension, achieve a high level of customer satisfaction.

Commercial vehicle tires for sustainable transportation: circular economy is the goal

Continental is seeking to put in place a fully circular operating model for its tire production by 2050 at the latest.

A circular economy aims to separate continued growth from the consumption of finite resources,

says Röbbel.

A circular process runs from design via the consumer's purchase to recycling – and then back again.

In addition to renewable materials, the company is working systematically on using recycled raw materials.

We have set ourselves the goal of adopting recycled materials in the design, development and manufacture of premium tires. The aim is to close the product and resources loops fully by 2050 at the latest.

This will mean 100 percent sustainably produced materials will be used in the production of new tires.

New tires, new standards: Generation 5 tires from Continental

Continental is setting new standards with its practical and progressive tire and maintenance concepts. The new, fifth-generation tire line is geared squarely to the needs of customers in the transport sector and to the dynamic regulatory environment, which includes the EU Taxonomy, VECTO and European Green Deal. The completely newly developed truck tires allow haulage companies to significantly reduce their fuel consumption and CO2 emissions in both regional and long-distance operations, and to cut costs. With the new generation of the Conti Eco, the tire developers were able to resolve the conflicting goals of optimized rolling resistance and high mileage.

Our portfolio has kept growing over the years,  
points out Timo Röbbel.

Our Conti360° digital solutions and our ContiLifeCycle concept help fleet managers to reduce their CO2 emissions and increase fleet efficiency. With the launch of Generation 5, we have set up our tire portfolio for the challenges of the future.

And now these endeavors and successes have been recognized with the ETM Award 2024 "Best of New Transportation".

Business Area Replacement EMEA

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