Global logistics leader Den Hartogh benefits from low tire rolling resistance

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Rolling resistance-optimized tires: Royal Den Hartogh Logistics reduces fuel consumption and emissions with Conti Eco Gen 5

- Europe-wide transport: low rolling resistance and reliable performance in various road and weather conditions

- Continental and Den Hartogh: a trusted partnership for over 60 years

Hanover, Germany, April 23, 2026. Continental supports the world's leading logistics service provider, Royal Den Hartogh Logistics, with comprehensive tire services. These include professional tire management and rolling resistance-optimized tires from the Conti Eco Gen 5 product family. The Dutch, family-owned company specializes in the transport of container-based bulk goods for the chemical and food industries.

> The biggest challenges in our Europe-wide transport operations are safety, costs, and the energy transition," says Peter Rodenburg, Senior Technical Manager at Den Hartogh. "We have been working with Continental for over 60 years. Continental supports us in driving more fuel-efficiently with our modern fleet of over 900 vehicles, reducing our emissions, and continuously improving to achieve our corporate goals." Hinnerk Kaiser, Head of Product Development for Bus and Truck Tires at Continental, adds: "The fifth generation of the Conti Eco tire family is consistently geared toward the needs of customers in the transport sector and the dynamic regulatory environment in Europe.

Rolling resistance as a game changer

Continental supports Den Hartogh Logistics with premium tires, tire services, and Pull Point tire monitoring, including breakdown and cost

analysis. The vehicle fleet operates across Europe with the latest generation of the Conti Eco tire family.

> We know that the Eco tire is optimized for rolling resistance, and this delivers significant benefits in fuel efficiency and overall operational performance,

says Peter Rodenburg. The Conti Eco HD 5 proves its worth in two ways – in terms of fuel efficiency and mileage.

The company is also impressed by its performance in varying road and weather conditions.

> Together with Continental, we monitor part of our fleet in terms of performance and wear. The first impression after a year of use is positive.

The Conti Eco thus contributes daily to the company's successful implementation of its goals.

Tire line for freight transport

Transport companies can use the Conti Eco Gen 5 to significantly reduce fuel consumption, cut CO2 emissions, and save costs in both regional and long-distance transport. With this commercial vehicle tire, the tire manufacturer's developers have succeeded in balancing the conflicting goals of optimized rolling resistance and high mileage. Den Hartogh Logistics is also benefiting from these advantages and has seen measurable cost savings.

> The switch to this tire was accompanied by a few other optimizations to our vehicles. With the overall package in place, we are seeing significant improvements in our average fuel consumption of up to eight percent. The switch to the Conti Eco HD 5 was therefore a positive decision for us.

Transformation and fleet optimization

In view of strict European regulations and legislation, companies such as Den Hartogh Logistics are working hard to gradually convert their fleets to alternative drive systems.

> The energy transition is taking shape increasingly," says Peter Rodenburg "A large part of the European truck fleet could be

electrified in the future. It is still uncertain how quickly the transformation will accelerate for us.

But one thing is certain: energy is becoming more expensive. “That's why we must use it as efficiently as possible.” Any form of resistance, whether rolling resistance or air resistance, is a loss and must be minimized. “An optimal tire is a win if it brings us measurable benefits at every stage of our fleet's transformation.” This is exactly where the rolling resistance-optimized Conti Eco Gen 5 excels and contributes significantly to fleet optimization.

Business Area Replacement Tires EMEA

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