Lower Costs, Greater Efficiency: Adami Trasporti Relies on Continental Tires

PUBLISHED NOV 24, 2025
BY CONTINENTAL AG

Lower Costs, Greater Efficiency: Adami Trasporti Relies on Continental Tires

- Italian transport company Adami Trasporti gains triple benefits by using tire solutions from Continental

- Less fuel, fewer CO2 emissions, and lower overall costs thanks with the right tire choice

- Rolling resistance-optimized tires with high mileage have a positive effect on total cost of ownership (TCO)

Hanover, Germany, 25. November 2025. Continental has been supplying the fleet of Italian transport company Adami Trasporti with tires Conti Hybrid HS5, Conti Hybrid HD5 and Conti Hybrid HT3 since 2023. They have helped the logistics company significantly reduce its total operating costs and improve the environmental performance of its fleet.

> With the rolling resistance-optimized tires, we are reducing our CO2 emissions, saving fuel, and benefiting from high mileage at the same time," reports Stefano Adami, owner at Adami Trasporti. "The fuel savings of one and a half to two percent are crucial for us, as consumption has a direct impact on our operating costs.

The Verona-based company also uses Continental's close-knit network of workshops.

> The service and support offerings increase operational reliability of our vehicles and enable us to offer consistent and punctual services throughout Europe.

Efficient and competitive transport services

The family-owned company Adami Trasporti, which now has 280 employees, has specialized in food transport for more than four generations. The fleet consists of modern tanks and tank containers designed for the transport of liquid food products.

> With one of the most modern truck and trailer fleets in Europe, we guarantee our customers the highest quality standards and maximum service flexibility," says Stefano Adami. The 200 vehicles operate from Verona and three other strategic locations in Castelmassa, Italy; Bratislava, Slovakia; and Beilngries, Germany – along the European and national north-south and east-west transport axes. "We transport liquids such as fruit juices, glucose, wine, milk, chocolate, and cooking oil. Everything is always done in compliance with the highest food safety standards,

says the freight forwarder.

Investments in innovative technologies

The condition of the fleet is of critical importance to the company given the sensitive nature of the cargo, the stringenthygiene standards of the food industry, and the strict EU environmental regulations.

> We continuously invest a significant portion of our budget in technological innovations," says Stefano Adami. "These include digital systems for real-time monitoring of transport data and modern vehicles to reduce CO2 emissions to a minimum." The measures are supplemented by regular driver training sessions, the expansion of intermodal transport solutions, and the reduction of empty runs. "However, the choice of rolling resistance-optimized tires is also very important to us.

The right tire choice affects operating costs

Tires account for only two percent of the operating costs of a commercial vehicle fleet. However, through their influence on fuel consumption, CO2 emissions, and toll charges, they can affect up to 31 percent of the total costs. For a long time, tire selection focused primarily on mileage, with cost considerations taking precedence.

> This is justified for certain fleet requirements," explains Kristina Kumme, Strategic Program Manager at Continental. "However, in view of strict EU emission guidelines and the transformation of the logistics industry towards climate-friendly solutions, rolling resistance is becoming increasingly important.

Rolling resistance as a lever for reducing emissions

Climate protection, fuel consumption, and rolling resistance are closely linked. Rolling resistance is an important lever for saving fuel, reducing operating costs, and lowering emissions. Continental is informing fleet operators about these relationships in a recent initiative.

> Tires with optimized rolling resistance reduce fuel consumption and improve profitability," says Kristina Kumme. "They also contribute to reducing CO2 emissions and help transport and logistics companies meet EU environmental requirements and promote more sustainable logistics.

Adami Trasporti is committed to greater sustainability.

> We are always looking for concrete solutions to reduce the impact of our services on the environment," concludes Stefano Adami. Alongside rolling resistance-optimized tires from Continental, our sustainability efforts also include alternative drive technologies. "We have integrated LNG-powered vehicles into our fleet which reduces nitrogen oxide emissions by 70 percent.

This positions Adami Trasporti as a pioneer in the industry – and, in partnership with Continental, actively contributes to reducing CO2 emissions in the transport sector in line with EU climate targets.

Business Area Replacement Tires EMEA

Spokesperson Commercial Vehicle Tires

Press release distributed by Wire Association on behalf of Continental AG, on Nov 24, 2025. 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/lower-costs-greater-efficiency-adami-trasporti-relies-on-continental-tires-2675

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

---