

Manja Greimeier Appointed New Head of Original Equipment for Continental's Tires Group Sector



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Manja Greimeier took charge of Tires' global original equipment business for passenger and commercial vehicles on August 1, 2023

- 9 of the world's 10 most successful manufacturers of electric vehicles use original equipment tires from Continental

Hanover, Germany, August 30, 2023. Continental has appointed Manja Greimeier (46) as Head of its Tires' Original Equipment business area, effective August 1, 2023. In this role, she is responsible for the tire manufacturer's global original equipment business for passenger and commercial vehicles. Her predecessor, David O'Donnell (49), recently took over responsibility for the global research and development activities for Continental's passenger car tire replacement business.

Greimeier's career in the automotive industry began 20 years ago in finance and project management. The business graduate joined Continental in 2017, where she spent several years in the Automotive group sector heading sales and customer project management for advanced driver assistance systems (ADAS). Most recently, she was responsible for the entire ADAS business unit. In her new role as Head of the Original Equipment business area, Greimeier reports to Christian Kötz, a member of the Executive Board of Continental AG and Head of Tires.

We are delighted to have gained a highly experienced manager with Manja Greimeier. Her proven expertise in the original equipment business is excellent preparation for her new role," said Kötz. "On behalf of the entire management team, I wish Manja Greimeier and David O'Donnell all the best and every success in their new roles. I would like to thank David O'Donnell for his outstanding contribution. Very early on, he and his team started designing our original equipment tires for

electric vehicles too, consistently and successfully opening up new growth markets in the process.

Most automotive manufacturers worldwide depend on the original equipment expertise offered by Continental. In 2022, as many as nine of the world's ten most successful manufacturers of electric cars relied on the premium tire manufacturer's technological expertise for their original equipment. For more than ten years now, the company has been optimizing tires to achieve ever lower rolling resistance, low rolling noise and long service lives – with zero compromise on safety. As a result, all tires developed by Continental fulfill the specific needs of electric vehicles and also help to reduce combustion engine emissions.

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Head of Communications & Public Affairs

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