

# New Tires Focus on Durability and Support the Holistic ContiLifeCycle Concept



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ContiLifeCycle concept: focusing on sustainability to help customers meet their environmental goals

- Conti Eco and Conti Urban: tires with full retreadability align low rolling resistance and high mileage capability
- Improvements made with TCO and CO2: tires major on fleet efficiency and cost transparency

Hanover, January 28, 2025. Continental extended the reach of the holistic ContiLifeCycle concept in 2024 and launched another two Generation 5 tire lines. The new Conti Eco Gen 5 for long-distance and regional haulage and the Conti Urban HA 5 for urban buses stand out with their optimized rolling resistance and long lifespan, without restricting the recyclability of the casings. In the tire development process, consideration was also given to criteria such as retreading and cost-effectiveness as part of a cradle-to-grave approach. In addition, the tires contribute to future-focused, digital fleet management with their cost efficiency:

Digitalization is also a highlight feature of the new tire line,” says Hinnerk Kaiser, Head of Product Development EMEA at Continental. “All Generation 5 tires are fitted with an RFID chip. They can also be factory fitted with tire sensors as an option, and so are part of the ContiConnect digital tire management solution.

Holistic, sustainable, fit for the future

ContiLifeCycle is a holistic approach that focuses on recycling tires and extending their lifespan. It is part of a comprehensive tire management system for fleets from the Conti360° Solutions business area. ContiLifeCycle helps fleet operators to minimize the total

operating costs of their vehicles and to boost the sustainability performance of their company. The concept is based on circular economy principles and covers new tires, casing management and retreading.

### Preserving resources with retreading

Retreaded tires replace new tires by recycling components and materials. The tire casing takes center stage here. A retreaded tire uses up to 85 percent less material than a new tire. (Source: Internal tests in 2023. For production of the ContiTread HTR2 S 295 3.25 m with 385/65 R22.5 casing vs. a new tire.) The Continental range includes cold-retreaded ContiTread tires and hot-retreaded ContiRe tires.

### Focusing on sustainability

The new tire lines benefit from new compound formulas that focus on sustainability.

One of the standout characteristics of the Conti Eco Gen 5 is the improvement in the casing's rolling resistance that has been achieved by redeveloping compound and structural elements," explains Hinnerk Kaiser. "The casing is reusable, allowing the tire to have a second or even a third life.

Retreaded tires will also benefit from the optimized compounds and their improved rolling resistance." This all serves to underline the product's sustainability. "We therefore consider ourselves to be the benchmark for total cost of ownership (TCO) and CO2 in the regional segment and a pioneering force in the transition to a more sustainable transport industry. The new tire has a significant impact on fuel consumption and CO2 emissions, and makes it possible for all fleets to make fuel savings.

### Long tire lifespan and alternative drive systems

The Conti Urban HA 5 for urban buses has also been designed with sustainability in mind. The tire's strengthened sidewall and robust compound increase its resistance to knocks against curbs and other obstacles.

The tire's design embodies a high level of durability and

supports our ContiLifeCycle concept, which extends its lifespan and reduces environmental impact,” emphasizes Hinnerk Kaiser. “By focusing on sustainability, we aim to help our customers achieve their environmental goals – without compromising on performance.” The degree of electrification among urban bus fleets is steadily increasing in Europe. In 2023, approximately 18% of urban buses newly registered in the EU were electric, and this trend is expected to gather pace in the coming years. Electric buses present unique requirements for tires due to their higher torque and weight compared to diesel-powered buses. The Conti Urban HA 5 addresses these specific needs with its robust construction and innovative materials. “The Conti Urban HA 5 is a significant advancement in urban tire technology,

Higher fleet efficiency thanks to TCO optimization and CO2 reduction

The transport industry is driven by strong competition, intense cost pressures and customers with high expectations. Consequently, overall cost effectiveness given optimum efficiency – i.e. the TCO – is of prime importance for all concerned. Even today, OEMs value the benefits of low rolling resistance more highly in the TCO than fleet operators and therefore already tend to opt more for tires with optimized rolling resistance. Currently, around 89 percent of a tire’s CO2 emissions occur during its use phase.

This proportion can only be lowered by reducing rolling resistance,” says Kaiser. A reduction in rolling resistance brings fuel savings and lower CO2 emissions at the same time as saving costs. “The Conti Eco Gen 5 is a prime example here. This is more than a mere shift in performance; it marks a genuine leap forward. And we are also in the process of improving tire sustainability beyond the use phase, i.e. in the supply chains, the materials used and tire disposal,

The retreaded tire range comprises the following lines:

ContiRe hot-retreaded tires

ContiRe EcoPlus, ContiRe Hybrid, ContiRe CityService, ContiRe CoachRegio, ContiRe Coach, ContiRe Urban, ContiRe CrossTrac; winter tires: ContiRe Scandinavia, ContiRe HSW2, HDW2 and HTW2, ContiRe UrbanScandinavia.

ContiTread cold-retreaded tires

ContiTread Eco Gen 5 , ContiTread Hybrid, ContiTread CityService, ContiTread CityPlus, ContiTread CoachRegio, ContiTread Coach, ContiTread Urban, ContiTread CrossTrac, ContiTread HDC1; winter tires: ContiTread Scandinavia, ContiTread ScanExtreme and ContiTread UrbanScandinavia.

Spokesperson commercial vehicle tires

Public Relations, Media and Communication

Continental Reifen Deutschland GmbH

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