

New Website for Continental's Tires Group Sector



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More than 60 country-specific sites and the global website www.continental-tires.com have been redesigned

- The global site provides a complete overview of the tire solution portfolio along with news and information on sustainability and technology
- Intuitive, clear, modern: local newsrooms and the global press portal offer customized information for media representatives

Hanover, Germany, July 6, 2023. Continental's Tires Group Sector has completely redesigned its website. The new global website can be accessed at www.continental-tires.com, and the more than 60 country-specific pages via their respective local internet addresses. The redesigned websites provide visitors with detailed product information and an overview of the global activities of Continental's Tires group sector. They also offer detailed insights into sustainability- and technology-related themes. Every bit as informative and varied are the fundamentally revised country-specific pages. Continental's extensive portfolio of tire solutions and services is explained in detail in the respective local language. The new sites also provide content covering a whole range of tire knowledge, expertise, facts and figures as well as a look back on the company's more than 150-year history. Thanks to its intuitive layout and enhanced filter function, the global press portal offers visitors – and media representatives in particular – a general overview of the latest news from the premium tire manufacturer. Press releases relevant only to certain regions of the world can be found on the country-specific pages in the respective newsrooms. Large-scale images, videos and information graphics transform the new websites into a veritable feast for the eyes.

Our new website is informative, clear structured and mobile-optimized. We offer compact product and company information, in-depth stories, insights into technical developments and much

more,” says Tansu Isik, Head of Business Development and Global Marketing at Continental Tires. “For journalists, we provide press releases in local newsrooms and through a global Tires press portal.

For the first time, Continental’s Tires group sector now also offers a complete overview of all product lines on its website – from tires for cars, vans, trucks, buses, motorcycles, and bicycles through to specialty tires products for, among other things, agricultural, earthmoving, and material handling applications. Users can also find detailed information about the Tires business on the global website. A special focus is placed on R&D topics, sustainability, fleet service offerings, as well as digital tire solutions.

Head of External Communications

Kommunikationsmanagerin Technologie & Innovation

Press release distributed by Wire Association on behalf of Continental AG, on Jul 5, 2023. 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/new-website-for-continentials-tires-group-sector-1255>

Continental AG

Newsroom: <https://wireassociation.eu/newsroom/continental-ag>

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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
