New White Paper: “Efficient Fleet Management – Digital, Connected and Sustainable”

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Challenges facing truck, bus, passenger car and van fleets in Europe

- Green fleets: sustainability and digitalization are essential

- Continental’s recipe for success: the Conti360° Solutions package of services and Lowest Overall Driving Costs consultancy approach

Hanover, July 3, 2023. Continental Tires has compiled a white paper covering the entire portfolio of solutions for efficient and sustainable fleet management in the passenger car, bus, van and truck segments. The paper provides journalists, logistics companies, professionals and all other interested parties with an informed insight into the challenges currently facing vehicle fleets in Europe. Continental customers and the technology company’s own experts talk about their real-word experiences, new technologies and prospects for the future.

> Our focus is on efficient tire management,” says Ralf Benack, Head of Conti360° Solutions at Continental. “Sustainability and digitalization are essential here.

The total volume of the European logistics market is 1.115 trillion euros. Large fleets of vehicles are in daily operation on the continent’s roads, connecting markets, forming supply chains and laying the foundations for mobility. The passenger car fleet in Europe numbers some 250 million vehicles, while the truck fleet is made up of around 6.4 million vehicles. According to the European Commission, trucks, buses and coaches are responsible for about six percent of total greenhouse gas emissions in the EU. Looking forward, emissions from new trucks are to be cut by 90 percent by 2040 (compared to 2019). And all new buses should produce zero emissions by as soon as 2030. Tires have a major impact here on fleet sustainability and costs.

Green fleet management: the Conti360° Solutions package of services

and LODC

Tires affect over 50 percent of costs in the case of truck fleets. Continental has grouped together its eco-friendly fleet management activities within its Conti360° Solutions package of services and Lowest Overall Driving Costs (LODC) holistic consultancy approach. Under the banner

> Digital, Connected, Sustainable", the "Efficient Fleet Management

white paper is divided into seven chapters examining the main levers for green fleet management. It details the various solutions offered by Continental for fleets to make transport and logistics safer, smarter and more environmentally compatible. The white paper focuses on the key topics of future trends, sustainability, electric mobility, costs, tire development, digitalization and new forms of mobility.

On-trend: sustainable fleet management

Fleet operators are increasingly embracing a sustainable form of fleet management for passenger cars, vans, buses and trucks. They see it as an opportunity for success in tomorrow's markets within a highly competitive environment and despite a shortage of workers, escalating energy prices and fragile supply chains. Continental has its sights firmly set on sustainability throughout the entire value chain with its "Vision 2030" corporate strategy.

> Sustainability now plays a fundamental role in our company," says Ralf Benack. "Together with our customers, we are driving change in industry – towards greater protection of resources and a future-oriented transportation system. We see green fleet management as creating a harmonious blend of economy, environmental protection and safety. With the performance of our new generation of tires, we are shining the spotlight on our Lowest Overall Driving Costs (LODC) comprehensive consultancy approach.

Business Area Replacement EMEA

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Continental AG

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Website: https://www.continental.com/
Primary Email: silke.bernhardt@conti.de

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