

Saving Fuel with Continental Tires: Rolling Resistance Makes the Difference



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The relationship between lower rolling resistance and reduced fuel consumption is embodied by the ongoing development of the Conti EcoPlus and Conti EcoRegional tire families. An innovative rubber compound makes it all possible. These premium tires help to reduce fleet costs and CO emissions, without compromising on mileage and service life. In mixed regional haulage, in particular, the Eco Regional can offer significant potential for savings, depending on the truck's usage profile.

VECTO and the EU Emissions Directive are also prominent influencers for the transportation sector when it comes to saving fuel. In order to increase transparency in the tire selection process, Continental has come up with a CO and fuel calculator based on the VECTO simulation tool. This calculator allows fleet operators to work out how much they can reduce their emissions and fuel consumption by with the right selection of tires. "We are delighted to be able to offer our customers another tool – in the form of our new calculator – to help them work in a more sustainable way," says Enno Straten, Head of Marketing Replacement Tires EMEA at Continental.

The interplay of correct tire choice, tire construction, tire pressure and rolling resistance is critical in determining how much a fleet of vehicles use and how much they can save. The high fuel prices we are seeing at present and growing demands for reductions in CO emissions and increased sustainability are shining the spotlight on the issue of fuel saving – through the lens of economics, the impact on livelihoods, supply chains and, not least, the environment. And Continental is offering solutions which can help overcome these challenges with the input of fleet managers.

Follow this link to the Continental video "Why rolling resistance matters".

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