The Tour de France Trusts in Safety and Performance from Continental Once Again in 2023



PUBLISHED JUN 25, 2023
BY CONTINENTAL AG

The official Tour vehicles are fitted with PremiumContact 6 and EcoContact 6 tires

- Six of the 22 teams choose cutting-edge technology from Continental

- Enno Straten, Head of Strategy, Analytics & Marketing – EMEA:

> Continental is making a significant contribution to a safe and more sustainable Tour

Hanover, Germany, June 26, 2023. In the race for the yellow jersey in the Tour de France, it is not only the quality of the performances on the bikes that decides the wins and podium places, but the quality of the tires fitted to them. Continental is one of the main sponsors of the legendary event once again this year. As well supplying six of the participating teams with bicycle tires, the brand is also equipping the support vehicles with its premium car products.

The PremiumContact 6 and EcoContact 6 will offer another demonstration of their proven attributes at the 2023 event. Both tires bring together comfort, precise steering response, exceptional safety and good environmental credentials into a single package. This allows them to rise expertly to the challenge as the support vehicles negotiate the rain-soaked switchback bends of mountain descents at breakneck speed, as well as long miles on the flat and sunbaked climbs up to mountain-top finishes above the tree line. All of the passenger car tires fitted here feature the innovative ContiRe.Tex technology first unveiled by Continental in August 2021.

> As one of the five main sponsors, the Continental brand will enjoy a prime global media platform at the Tour de France. Our passenger car and bicycle tires will regularly occupy the same

spotlight, giving them the opportunity to showcase their exceptional performance characteristics," says Enno Straten, Head of Strategy, Analytics & Marketing – EMEA. "With our technological expertise and the ambitious environmental goals we are pursuing with the A.S.O., we are making a significant contribution to a safe and sustainable Tour de France.

Top international teams use Continental tires

Six teams in total – INEOS Grenadiers, Movistar, Bahrain Victorious, Wanty-Gobert-Intermarche, UAE Team Emirates and Groupama-FDJ – will contest this year's Tour on the Grand Prix 5000 S Tubeless Ready from Continental. This high-tech race tire was developed at the Continental plant in Korbach, Germany, and manufactured there by hand. The Grand Prix 5000 S TR is lighter and faster than its predecessors and has stronger sidewalls, enabling it to set a new benchmark in tubeless ready technology. The tire also stands out with its optimum balance between weight and mileage, speed and comfort, and speed and puncture resistance, making it the ideal race option. It provides a faster, more comfortable ride with increased puncture protection – key attributes for the conditions the riders and bikes will encounter in the Tour de France. Indeed, the progress made with tire technology has played a significant role in the ever-increasing average speeds recorded in the world's original bicycle stage race: From 25 km/h in its inaugural edition, the figure has now exceeded 41 km/h, this despite the route profile getting steadily more challenging over the years.

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Press release distributed by Wire Association on behalf of Continental AG, on Jun 25, 2023. For more information subscribe and follow us.

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