

World-Class Cyclist Tadej Pogačar Joins Continental in Long-Term Partnership



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UCI World Champion and multiple Tour de France winner becomes new global brand ambassador for German tire manufacturer

- Partnership focused on mutual commitment to performance, safety and innovation on the road
- Egemen Atış, Head of Strategy, Analytics & Marketing, Continental Tires EMEA:

Tadej Pogačar and Continental both stand for exceptional performance but above all for safe driving

Hanover, Germany, May 14, 2025. Multiple Tour de France champion Tadej Pogačar (26) has entered into a long-term partnership with Continental, a global leader in tire technology. The relationship is rooted in shared values: performance, safety, and mutual respect on the road — for all road users.

Continental has long been a trusted name in both automotive and cycling worlds, and this new partnership with one of cycling's greatest modern talents marks a natural extension of that dual commitment.

Safety and performance - confidence on two or four wheels

Continental's high-performance car and bicycle tires are trusted by drivers and cyclists worldwide. Their innovative tire technology provides them with the grip and reliability in everyday traffic and also to push their limits in races where every second counts.

Top performance is not only the result of talent, but also of the pursuit of continuous development. Continental and I share the ambition to always make the most of our possibilities - both in terms of sport and development. So this partnership was an

obvious choice,

Whether on the road or in high performance cycling, safety is paramount. Like millions of motorists, the multiple Tour de France winner relies on his equipment when it matters most.

As a professional cyclist, I know how crucial it is to trust your tires. Without the right equipment, I wouldn't have become the rider I am today,

Tadej Pogačar and Continental both stand for exceptional performance but above all for safe driving,

says Egemen Atış, Head of Strategy, Analytics & Marketing at Continental Tires EMEA.

Risky maneuvers, misjudging situations and thinking only of oneself doesn't win races. Tadej's ability to see the bigger picture, alongside his extraordinary talent, makes him not only the best cyclist in the world at the moment, but also the perfect partner for Continental.

A particular focus of the partnership will be to promote understanding and respect between motorists and cyclists. Both Pogačar and Continental are committed to improving the dialogue between road users and increasing safety for all.

Roads belong to everyone. With this partnership, we aim to promote mutual respect — the foundation for safer streets, whether you're on two wheels or four.

Continental's commitment to cycling

Continental has been firmly anchored in the cycling world for many years. At the world's most iconic cycling race, the Tour de France, not only do all the support vehicles run on Continental car tires - but several top teams, including the 2024 winning team, race on Continental bike tires. Continental is also a leading sponsor of the Giro d'Italia, equipping all official support vehicles with its car tires to ensure greater safety across the race's challenging 3,000-kilometer route. From WorldTour racing to commuter safety, Continental delivers performance when it matters most.

Tadej Pogačar – a generational talent, on and off the bike

At just 26, Tadej Pogačar, who has been riding for UAE Team Emirates-XRG since 2019, is considered one of the best cyclists in the world. In 2024, he made history, finishing first in the Giro d'Italia, the Tour de France and the Road World Championships, alongside multiple Monument victories - a feat achieved by only two riders in history. He also claimed titles at Strade Bianche and Liège-Bastogne-Liège.

But Pogačar's impact goes far beyond competition. Through his foundation and the "Pogi Team" development squad, he's dedicated to nurturing young cycling talent in Slovenia and beyond. Off the bike, he connects with millions of fans through his authentic, down-to-earth presence on social media. His pursuit of speed and precision isn't limited to cycling either — it's mirrored in his love for high-performance sports cars. Tadej Pogačar represents not just success, but empathy and true sportsmanship.

The long-term partnership between Tadej Pogačar and Continental is a goes beyond sport - it's a shared commitment to safety, performance and mutual respect on the roads.

Head of Bicycle Marketing Communications

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