

## Continental Off The Road Products Return to the Americas

- Employee relaunch event at Fort Mill headquarters August 2<sup>nd</sup>
- Off The Road (OTR) reenters the Americas markets after 10 years away
- OTR is a developing product segment of Commercial Specialty Tires (CST)

Fort Mill, SC, July 27, 2016

Continental celebrates the return of the Off The Road (OTR) sales and product lines to the Americas markets beginning in August 2016. This will be the first time Continental has entered the Americas OTR markets in ten years. Continental will reenter the OTR/earthmover segment of Commercial Specialty Tires in the Americas markets, including the U.S., Canada, and Mexico, as well as Brazil and the Andean markets.

The decision to reenter the markets after the long hiatus was based upon several factors, including dealer enthusiasm for Continental products. "From a tire dealer's perspective Continental is a great partner," said Dan Rice, President of Piedmont Truck Tires, a longstanding Continental truck tire seller founded in 1978, with 9 locations located in and around the Carolinas. "Continental has trouble-free products at fair prices that allow the dealer to make money and still offer a great value to the customer. We're all very excited to see them bring OTR back into the mix," he added.

The OTR/earthmover product segment is part of a rapidly evolving business unit at Continental, Commercial Specialty Tires (CST). The addition of the OTR segment will increase the already excellent reputation CST has as a supplier of material handling tires, including forklift, airport, port and container handling segments. Continental is planning to rollout with four sizes initially and intends to add to the product portfolio over the coming months and into 2017.

To celebrate the reentry into the Americas market, the Off The Road team will be hosting an employee event at the Continental U.S. headquarters in Fort Mill, SC on August 2<sup>nd</sup>, 2016.

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Activities will include a cookout, a Caterpillar 980 loader on display, an OTR tire service truck and a formal update on the new direction of the CST business unit.

“This is a tremendous occasion not just for us, but for all Continental employees,” said Federico Jiminez, CST Manager for the Americas. “We are entering the very robust market after a decade and we are in a position to do truly great things for our customers across the Americas. Everyone has worked hard to make this day a reality, it really deserves a celebration,” he added.

Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner provides sustainable, safe, comfortable, individual, and affordable solutions. In 2015, the corporation generated preliminary sales of approximately €39.2 billion with its five divisions, Chassis & Safety, Interior, Powertrain, Tires, and ContiTech. Continental employs more than 208,000 people in 55 countries.

The Tire Division currently has 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with more than 47,000 employees, the Tire Division achieved sales of €9.8 billion in 2014.

Continental Commercial Vehicle Tires is one of the largest manufacturers of truck, bus and commercial specialty tires worldwide. The business unit is continuously developing from a pure tire manufacturer to a solution provider, offering a broad range of products, services and tire-related solutions.

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