

#LIVE2DRIVE Adventure Across Continents with Continental Tyre Malaysia

- Continental Tyre Malaysia making a mark through cross country initiative via globetrotting Malaysian VW enthusiasts
- 4 Classic VW Vehicles making their way from Malaysia to Germany
- Giving Back To The Children one stop at a time

Kuala Lumpur, 15th March. Continental Tyre Malaysia (CTM) ties with local professionals in making an adventure of a lifetime across continents travelling from Malaysia to Germany. The journey would entail a 6 months duration starting in March right up to late August with an estimated 27,000km ride across 20 countries through China, Mongolia, Trans-Siberia highway, Europe and finally reaching Hessisch Oldendorf, Germany for the biggest Vintage Volkswagen Show. The objective is to inspire Malaysians to travel cross country by vehicle and to give back to society through various charity initiatives.

The crew of 5 brings along 10 years of road trip experience across South East Asia and are the key opinion leaders in the VW classic car community within South East Asia. CTM is supporting their journey to create awareness of the robustness and durability of Continental tyres through the various terrains and roads that the crew will be taking across the 20 countries. Moreover, CTM supports and encourages the various charity initiatives of the #Live2Drive crew through their journey.

"We are extremely excited to support the #LIVE2DRIVE adventure and their contribution to the community along the way. Continental tyres are trusted around the world for quality, performance and for German Technology. Continental Tyre Malaysia wishes the best for the #Live2Drive team on their exciting journey ahead." said Mr Cameron Wilson, Managing Director of CTM.



Continental AG

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 2016, the corporation generated sales of €40.5 billion with its five divisions, Chassis & Safety, Interior, Powertrain, Tire, and ContiTech. Continental currently employs more than 220,000 people in 56 countries.

www.continental-corporation.com

Tire Division

The Tire Division currently has more than 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 around 52,000 employees, the Tire Division achieved sales of €10.7 billion in 2016.

Passenger and Light Truck Tires

Continental is one of the leading manufacturers of passenger and light truck tires in Europe and the world's fourth largest passenger tire manufacturer in the original equipment and replacement market. The product development focus of the Continental premium brand is to optimize all safety-relevant characteristics, while simultaneously minimizing rolling resistance.

www.continental-tyres.com.my

Commercial Vehicle Tires

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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