

Your Whee-Ily Fun Day with Continental

- A fun filled day with games and activities for the whole family
- A first ever carnival hosted by Continental Tyre Malaysia in creating awareness of tyre safety through various activities for the public

Kuala Lumpur, 5th May. Continental Tyres PJ Malaysia Sdn Bhd (CTM) hosts a first ever carnival for end consumers. The carnival is set across 3 weekends over 3 venues within Peninsular Malaysia. The first will be held at Auto City Juru, Penang on the 6th & 7th May, followed by New Wing 1 Utama, Bandar Utama on the 13th & 14th May and lastly at Angsana Mall, Johor Bahru on the 20th & 21st May.

Your Whee-Ily Fun Day will consist of a number of activities such as a kids corner and ladies corner where respective visitors are able to take part in numerous challenges in winning exciting giveaways. Moreover, with a minimum purchase of any two Continental Tyres from April 1st onwards, visitors will get an exclusive driving experience at the event itself and be entitled for a lucky draw. Showcases of the new ComfortContact CC6 and UltraContact UC6 tyres will serve as information booths to visitors in highlighting their respective features. Free tyre safety checks are also given to visitors where they can expect a check up on their vehicle tyres from Continental crew members and may also purchase tyres on the spot as well should they be inclined to do so. Visitors can expect giveaways from the Hot FM and ONE FM Radio troopers as they will be popping over at the 1 Utama and Johor Bahru locations.

"This carnival was an idea we thought about for a while now where we want to reach out to our consumers in a more personal manner. Thus, 'Your Whee-Ily Fun Day' was born where it is a day creating awareness on tyre safety through a fun and educational approach. Plus it is a family friendly event where everyone is welcome to learn more about Continental as a brand and what we have to offer to Malaysian society" said Mr. Cameron Wilson, Managing Director of Continental Tyre Malaysia. For more info, do visit www.continental-funday.com.my .



Continental AG

Continental develops pioneering technologies and services for sustainable and networked mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. In 2016, Continental generated sales of €40.5 billion and currently employs more than 227,000 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.

Contact:

David Suppramaniam
Marketing Exec – Communications, PR & Digital
Marketing PLT & TT

Continental Tyre PJ Malaysia Sd. Bhd.
Tire Division
3rd Floor, 2, Jalan Tandang
46050 Petaling Jaya, Selangor

Ph.: +603 7787 8813
Fax: +603 7781 9766
david.suppramaniam-annamalai@conti.my

Approved by

Cameron Wilson
Managing Director, CTM