

Continental Tyre Malaysia Launches MaxContact™ MC6

- **MaxContact™ MC6 provides solid stability, maximum safety and ultimate grip with exceptional feedback and superior handling for the adventurous driver**
- **It perfectly embodies the most advanced German technology that is synonymous with high performance and premium quality**
- **The launch of MaxContact™ MC6 is a crucial step towards “Vision 2025”, the long-term growth strategy for Continental Tyres with a strong focus on the Asia-Pacific (APAC) region**

Kuala Lumpur, Malaysia, October 4, 2017 - Continental Tyres, the leading German tyre manufacturer, unveiled **the next generation MaxContact™ MC6**, another pillar of its **Generation 6 products**. The MaxContact™ MC6 is not just a successor product of the predecessor MaxContact™ MC5; its features have been recalibrated into an even sportier tyre. Featuring German technology and incorporating Continental’s automotive expertise, the new MaxContact™ MC6 provides solid stability, maximum safety and ultimate grip with exceptional feedback and superior handling for the adventurous driver.

The launch of MaxContact™ MC6 demonstrates Continental Tyres’ continued pursuit to innovate by creating tyre technology that enables consumers not only to drive safely but also to enhance their driving pleasure and confidence. Compared to its predecessor, the new MaxContact™ MC6 delivers a significant improvement in wet and dry handling, wet braking, and mileage performance. With its **“When MAX Performance Counts”** inspiration, it is designed to capture the imagination of drivers who seek thrilling adventures in their everyday driving and are passionate about performance.

“Following the successful launch of UC6 & CC6 last year, we are thrilled to introduce another Generation 6 product. The MaxContact™ MC6 will redefine the driving experience of our APAC consumers. It exemplifies Continental’s comprehensive automotive expertise and our ability to pave the way for “Vision Zero” by providing technologies for safer driving”, said Philipp von Hirschheydt, Executive Vice President Passenger and Light Truck Replacement Tires APAC. “Our expertise in tyres is further enhanced by our extensive understanding of the needs specific to APAC drivers, combined with a regional network of tyre manufacturing sites in China, Malaysia, and India, as well as the Greenfield in Thailand which has recently commenced construction – which all highlight and reinforce our ‘In the market, for the market’ approach,” he added.”

“We are looking to penetrate and to meet the ever growing demand of the Malaysian market. With the launch of the MaxContact™ MC6, we look to bring forth a line that is the epitome of

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German technology designed for local roads. With the cutting edge technology, we are looking to create a competitive presence in the tyre industry catered for sporty drivers”, said Cameron Wilson, Managing Director of Continental Tyre Malaysia. “We are also proud to announce that the MaxContact™ MC6 will be manufactured locally at our state of the art Alor Setar plant. All initiatives have been to date to bring comfort and safety both hand in hand through the development and usage of our tyres,” he added.

MAXContact™ MC6 Product Highlights:

- **Multifunctional Tread Design** that enhances grip and handling while reducing braking distances in wet and dry conditions: Its pattern design enables maximum grip where safety counts and cornering speed. The multifunctional tire tread gives the driver maximum stability and shorter braking distances.
- **Adaptive Grip Compound** that enables superior grip levels that interlock with the road’s surface: The MaxContact™ MC6 compound enables maximum grip and safety due to the perfect adaptation to various road surfaces - down to the nanometer scale.
- **Xtreme Force Construction** that delivers exceptional cornering performance: At hard cornering and high speed, the stiffness of the Xtreme-Force ply material reduces tyre flexing and provides maximum control and better handling. At lower speed the adaptive ply material retains its flexibility to ensure a comfortable ride.

Beyond its dynamic qualities, the MaxContact™ MC6 features include **good mileage performance and low noise levels** for everyday driving. The product range is available for rims with diameters from 16 to 20 inches with the 20 inch tyres imported from Europe, covering a wide range of passenger vehicle models.

Continental Tyres’ commitment to innovation and excellence in the development of its products is at the core of its growth momentum in the APAC region. Its cutting-edge technology, which is exhaustively tested and in turn ensures maximum value for consumers and business partners alike, underscores the leading German tyre manufacturer’s expansion in the world’s most dynamic automotive market.

Continental Corporation

Continental develops pioneering technologies and services for sustainable and connected 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

Tyre Division

The Tyre Division of Continental 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 tyre manufacturers with more than 50,000 employees, the Tyre Division achieved sales of €10.7 billion in 2016. Within the Asia-Pacific region, Continental's tyre manufacturing facilities are located in Hefei, China; Petaling Jaya and Alor Setar, Malaysia; and Modipuram, India with the latest plant under construction in Rayong, Thailand.

New Press Portal for Continental

From now on, the established www.continental-press.com URL will lead to the new Continental press portal. Press releases, pictures and videos from the Continental Media Center and access to Continental's social media profiles are here at a glance. Intelligent search, functional print layouts for downloads and the folder function for later personal and individual downloads are among the new functionalities. Furthermore, the new press portal is easy to use on mobile devices. Just click and try it out: www.continental-press.com

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