

Continental Partners with Buffalo Chip

- **Official tire of Sturgis Buffalo Chip ® at the 2018 Rally and beyond**

Ft. Mill, SC; April 27, 2018. The Continental Motorcycle Tire Division is excited to announce that it will be **partnering with Sturgis Buffalo Chip ® on a three-year agreement**. The Buffalo Chip is the largest music festival in motorcycling and it is recognized as the centerpiece of the rally. It is best known for its massive nine day superstar concert lineup which include artists like Eric Church, Kid Rock, and Lynyrd Skynyrd. There are also many off-the-wall competitions, bike and stunt shows, dirt and drag racing, and other motorcycle centric events.

The Sturgis Buffalo Chip's offerings of music, entertainment, events and atmosphere during the annual rally is unrivaled. Set for August 3-11, the Sturgis Buffalo Chip's annual festival is the largest and most authentic experience of its kind, all thanks to its huge V-Twin and cruiser motorcycle community following.

Continental will be on site during the rally introducing thousands of riders to the full line of Continental's street tires, including the custom/touring line featuring the all new ContiTour. The ContiTour has been redesigned from the ground up with a German-engineered internal carcass and a proprietary outer rubber compound that guarantees longer durability while maintaining exceptional handling through the life of the tire.

“Continental Tire brings passion, innovative products and comprehensive vision to their marketing within V-Twin motorcycle community,” said Rod Woodruff, the Sturgis Buffalo Chip's President. “All of us at the Chip are proud to help quality brand partners like Continental achieve their goals of reaching millions of well qualified motorcycle consumers during our festival and on a year-round basis.” – Rod Woodruff, CEO & President, Sturgis Buffalo Chip®

We are looking forward to this exciting partnership with the Sturgis Buffalo Chip ® and hope to establish the Continental name and products line as the premier tire brand in the V-Twin cruiser community.

Festival event information is available at www.BuffaloChip.com and more information about Continental Motorcycle Tires can be found at <https://www.continental-tires.com/motorcycle>

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About Continental AG

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 transportation. In 2017, Continental generated sales of €44 billion and currently employs more than 238,000 people in 61 countries.

About Continental Tire the Americas

Based in Fort Mill, SC, Continental Tire the Americas, LLC manufactures and distributes a complete line of premium passenger, light truck, motorcycle and commercial tires for original equipment and replacement markets. Our ultra high-performance tires include award-winning technologies that focus on safety, help save money, and are *#ForWhatYouDo*. Continental's premium products are available at leading independent tire dealers, car dealers, and mass retail companies across North America. Continental Tire is a proud supporter of International Motor Sports Association (IMSA), Major League Soccer (MLS), College Basketball, West Coast Customs, Lingenfelter Performance Engineering, Petty's Garage, and Roush Performance. Visit www.continentaltire.com for more information.

Motorcycle Tires

Continental is among the leading manufacturers of motorcycle tires. Tire development, tire testing, and German production are all based in Korbach, Hesse. Continental manufactures tires for tourers, sports tourers, sports motorcycles, enduros, cruisers, light motorcycles, and scooters, and supplies original equipment for various brands including BMW, Brammo, Horex, Husqvarna, KTM and Moto Guzzi. Its tires are approved for use with a variety of motorcycles manufactured in Europe, Japan, and the U.S. www.conti-moto.com

Sturgis Buffalo Chip®

The Sturgis Buffalo Chip® is the Largest Music Festival in Motorcycling®. It is the world's first and leading entertainment destination for the motorcycle enthusiast and South Dakota Excellence in Tourism Innovation award winner. Since 1981, the venue's high-profile, nine-day festival, known as The Best Party Anywhere®, remains one of the world's most televised and longest running independent music festivals. Located three miles east of Sturgis, SD on 600 creek-fed acres, it offers six stages of entertainment, a swimming hole, bars, mouth-watering food, showers, cabins, RVs, camping and more to visitors traveling from all corners of the world. The Chip's concerts and races are free with camping. The 2018 Motorcycles as Art exhibit, "Passion Built – Garage to Gallery" curated by Michael Lichter, numerous bike and stunt shows and all shopping, live music and events at the CrossRoads are free and open to the public. More details are available at www.BuffaloChip.com.

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