

Continental's Tire Division Announces Three New Business Unit Heads

- **Christian Koetz is new global Head of Business Unit Commercial Vehicle Tires**
- **Philipp von Hirschheydt takes over as Head of Passenger and Light Truck Replacement Tires in Europe, Middle East and Africa (EMEA)**
- **Ferdinand Hoyos is new Head of Passenger and Light Truck Replacement Tires in the Asia Pacific Region (APAC)**

Hanover, Germany – July 3, 2018. The technology company, automotive supplier and premium tire manufacturer Continental has named new members to the top management of its Tire Division. Christian Koetz (48) now leads the global business unit Commercial Vehicle Tires. He reports in this function to Nikolai Setzer, Member of the Executive Board of Continental and Head of the Tire Division. The Head of Commercial Vehicle Tires in the Americas, Paul Williams, remains in his role and reports to Koetz.

Koetz is the successor of Dr. Andreas Esser (59), who is taking over the lead of the business region Asia Pacific Truck Tire at Continental Commercial Vehicle Tires in Petaling Jaya, Malaysia. He will report to Christian Koetz.

Koetz's former position as Head of the business unit Passenger and Light Truck Replacement Tires EMEA (Europe, Middle East and Africa) is taken over by Philipp von Hirschheydt (43), whose former position as Head of Passenger and Light Truck Replacement Tires APAC (Asia Pacific Region) is filled by Ferdinand Hoyos (41). Von Hirschheydt and Hoyos will also report directly to Nikolai Setzer.

Nikolai Setzer, Member of the Executive Board of Continental and Head of the Tire Division, explains the background to these changes: "The goal of these personnel changes is to make use of the extensive international and functional expertise these individuals have gained in their long careers, and so strengthen our global team in order to satisfy even better the needs of customers in terms of excellence and speed. This is an important element of our long-term growth strategy 'Vision 2025'."



Christian Koetz led the business unit Passenger and Light Truck Replacement Tires EMEA since June 2011. In addition, he was President of the European Tyre and Rubber Manufacturers' Association (ETRMA) from January 2015 to December 2017. From 2006 to 2011, Koetz worked as Senior Vice President in the central Research and Development department of Continental in Hanover, Germany. Prior to this, he held several functions in Original Equipment departments for Passenger and Light Truck Tires in North America and Hanover.

Philipp von Hirschheydt was appointed Head of Passenger and Light Truck Replacement Tires APAC in April 2015. Prior to this, from June 2012 to March 2015, he was Chief Executive Officer (CEO) at Continental Tire Andina in Ecuador. From 2009 to 2012, he held several positions within the Fuel Supply business unit (today: Fuel & Exhaust Management) in Dortmund, Germany. Previously, von Hirschheydt was Project Manager in Continental's Mergers & Acquisitions department in Hanover.

Ferdinand Hoyos was CEO of the Andina region (Venezuela, Colombia, Peru, Bolivia, Chile and Ecuador) from February 2015 to the end of June 2018. Prior to this, he was Head of Mergers & Acquisitions and Corporate Real Estate Management in Hanover. From 2006 to 2011, Hoyos was Manager of Mergers & Acquisitions at Continental. Previously, he worked as a consultant in the field of strategy and corporate finance.

One of the largest automotive suppliers and tire manufacturers in the world, Continental develops pioneering technologies to make fleets safer, more efficient, and more connected. With innovative tire technology and digital fleet solutions, Continental optimizes tire lifecycle management.

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 2017, Continental generated sales of €44 billion and currently employs more than 240,000 people in 61 countries.

The **Tire division** has 24 production and development locations worldwide. As one of the leading tire manufacturers with around 54,000 employees, the division posted sales of €11.3 billion in 2017. Continental ranks among the technology leaders in tire production and offers a broad product range for passenger cars, commercial vehicles and two-wheelers.

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Through continuous investment in R&D, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The Tire division's portfolio includes services for the tire trade and for fleet applications, as well as digital management systems for commercial vehicle tires.

Pictures and captions



Nikolai Setzer, Member of the Executive Board of Continental and Head of the Tire Division

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Paul Williams, Head of Commercial Vehicle Tires the Americas

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Ferdinand Hoyos, Head of Passenger and Light
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Philipp von Hirschheydt, Head of Passenger and
Light Truck Replacement Tires EMEA

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