

Continental Releases First Complete Tire Line with Embedded TPMS Sensors

- **Conti Coach HA3 is first tire line in the industry with embedded TPMS sensors**
- **Initiative reduces barriers for fleets to access sensor technology**
- **Proper tire pressure improves safety and reduces costs**

FORT MILL, S.C. – October 4, 2018. Technology giant Continental, one of the largest automotive suppliers and tire manufacturers in the world, has released the industry's first complete tire line with an embedded tire pressure management system (TPMS) sensor installed from the factory. The 315/80R22.5 Conti Coach HA3, designed for use on motorcoaches, was selected as the first tire line to feature this technology, due to the nature of passenger transport and high desire for safety. With this initiative, Continental lowers the barriers to entry for fleets to experience the benefits of digital tire monitoring technology.

“Continental is committed to being a technology leader, delivering increased safety and providing the lowest overall driving cost to our fleet customers,” said Paul Williams, Continental’s executive vice president of Commercial Vehicle Tires in the Americas region. “Using digital tire monitoring, fleets can improve safety by reducing tire-related breakdowns, not to mention the cost savings and reduced downtime. They also gain up to 25 percent longer tread life on their tires and improve fuel efficiency. And with tires coming pre-equipped with embedded sensors, the only cost for the fleet is to add the monitoring service.”

Continental offers multiple solutions for tire monitoring, to meet different fleets’ unique needs. ContiPressureCheck™ monitors a single vehicle, sending real-time tire pressure and temperature data to the driver via a display mounted in the cab of the vehicle. ContiConnect™ Yard monitors multiple vehicles, sending real-time data to a web portal whenever vehicles are within range of the yard reader station, and providing text and email alerts if issues are detected. The platform offers an affordable solution for fleets whose vehicles return to the terminal frequently throughout the week. For vehicles needing an over-the-road connection, ContiPressureCheck™ Integrated sends real-time tire data to telematics systems. It is currently available with Zonar, Geotab, PeopleNet, and Road Ready.

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There are more than 38,000 motorcoaches operating in the U.S. and Canada, providing more than 590 million passenger trips per year, according to the American Bus Association Foundation. There are also 1,000 accidents per year involving motorcoaches, resulting in 366 deaths since 1990, according to an advocacy group. Since 2014, the Conti Coach HA3 tire has already delivered extra load-carrying capacity with a specially reinforced Stable bead, a lifetime of all-weather traction due to interlocking 3D sipes, and a noise-reducing tread design for serene and comfortable motorcoach travel. By adding sensor technology, Continental ensures fleets can access safety and cost-saving benefits, as part of the company's commitment to "Vision Zero:" zero fatalities, zero injuries, and eventually zero accidents in motor transport.

"Tires are the sole point of contact between the vehicle and the road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard," said Nikolai Setzer, member of the Executive Board of Continental AG and president of the tire division. "In a critical situation, it is the tire that determines whether the vehicle can stop in time — or whether it stays safely on course through a corner. This is why we want to inform as many drivers as possible, all over the world, about the safety benefits of using high-tech tires inflated to the correct pressure and with adequate tread depth."

Continental is a technology powerhouse, employing more than 44,000 engineers worldwide, of which more than 16,000 are experts in software and computer programming. Every year, the company adds around 2,000 additional experts in these fields. Continental was the recipient of a "CES Best of Innovation" award at the 2018 Consumer Electronics Show in Las Vegas, considered by many as one of the biggest consumer technology and innovation events of the year. 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.

[>> Click here to download photos \(Link valid until November 6, 2017\)](#)

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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 243,000 people in 60 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.

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.

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