

## **Continental's Shawn Rasey to Give Keynote Speech at the 2019 Tire Industry Association Off-the-Road Conference**

- **Shawn Rasey's presentation is entitled "A Higher Purpose" and centers on why what earthmoving tire professionals do every day is important**
- **The OTR Conference is February 20-23 in Tampa, Florida**

Fort Mill, February 18, 2019. The Tire Industry Association (TIA) has announced that the keynote speaker for the 2019 Off-the-Road (OTR) Conference will be Shawn Rasey, Continental's director of global business development for earthmover tires.

Rasey joined Continental in 2015 and is an industry veteran with over 40 years of experience. His presentation entitled "A Higher Purpose" centers on why what earthmoving tire professionals do every day is important.

Rasey said, "Continental takes great pride in attending the TIA Off-the-Road Tire Conference. Not only is it the longest continuously running TIA event, but it's the best, most professional industry forum for the OTR business anywhere in the world. The networking for dealers, and the opportunity to exchange ideas in a single setting is unrivaled."

The annual OTR Conference brings together hundreds of tire industry professionals to participate in a variety of educational sessions and networking opportunities. This will be Rasey's third time presenting as the keynote speaker for the event.

This year's conference will be held February 20-23, 2019 in Tampa, Florida. Leading manufacturers, dealers, retreaders, suppliers and service providers will be in attendance to gain insight on the latest industry updates while networking with consumers, colleagues and key decision-makers.

## Picture texts

### Picture 1: Shawn Rasey

Shawn Rasey, the director of global business development for earthmover tires at Continental Commercial Specialty Tires (CST).

### Picture 2: TIA 2019 Off-the-Road Conference Logo

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 2018, Continental generated preliminary sales of around €44.4 billion and currently employs around 244,000 people in 61 countries and markets.

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 €1.3 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.

About Tire Industry Association: The Tire Industry Association (TIA), with a 99-year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit [www.tireindustry.org](http://www.tireindustry.org) or call 800-876-8372.

## Press contact

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This press release is available in the following languages: English, German

## Links

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