

Continental Appoints John Cox to Enhance Support for ContiLifeCycle Retread Partners Worldwide

- Continental further strengthening its partnership with ContiLifeCycle retreaders
- Cox will drive technical innovations and next level process technologies

FORT MILL, S.C. – April 12, 2019. Continental, one of the largest automotive suppliers and tire manufacturers in the world, has hired retread industry veteran John Cox to enhance process technologies for its ContiLifeCycle retread partners worldwide. The newly created position, Global Technical Services, emphasizes the company's commitment to supporting partner shops producing ContiTread™ retreads.

"We are partnering with our retread shops around the world to maximize productivity and quality and to drive process innovation," said Catherine Loss, Continental's global head of retread.

"Optimizing each shops' processes and systems allows us to deliver the superior quality and service levels that our global fleet customers expect, so they can achieve the lowest overall driving cost."

Cox has more than 20 years of experience in the North American retreading industry, working for the industry-leading corporate supplier as well as directly in retread manufacturing. This experience as both a supplier and customer gives Cox a unique perspective on how to implement practical improvements throughout the process. He also supported the development of IT software solutions for retread manufacturing, ensuring that Continental's systems will continue to support the needs of ContiLifeCycle partners. His broad experience and expertise will deliver actionable recommendations to improve both Continental and dealer processes.

With close to 60 ContiTread™ retread shops worldwide, 30 located in the U.S. and Canada, Continental delivers the support network that independent retreaders need to thrive. Two U.S. partners, Piedmont Truck Tires and Conlan Tire, opened additional locations in 2018, a testament to the growth that ContiLifeCycle partners can experience.



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 to deliver the Lowest Overall Driving Cost.

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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 transportation. In 2018, Continental generated preliminary sales of €44.4 billion and currently employs around 244,000 people in 60 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 €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.

Press contact

Kristyn Sigmon
Marketing Communications Manager
Commercial Vehicle Tires

Continental Tire the Americas
1830 MacMillan Park Drive
Fort Mill, SC 29707

Mobile: +1 (803) 389-4235
E-mail: kristyn.sigmon@conti-na.com

Links

www.continental-truck.com

Press Contact: Kristyn Sigmon, Marketing Communications Mgr, +1 (803) 389-4235, kristyn.sigmon@conti-na.com