

## Continental Selects Winner for Inaugural Warehouse Dash Rewarding Commercial Tire Sales

- Winner is Wayne Winders, outside sales representative at Industrial Tire Service
- Horsepower program rewards dealer salespeople for Continental brand sales
- First year of Untamed Dealer Dash expected to deliver around \$10,000 in prizes

**FORT MILL, S.C. – April 15, 2019.** Continental has selected the winner for its inaugural Untamed Dealer Dash, recognizing participants in the company's Horsepower dealer rewards program. The winner, chosen in a random drawing, is Wayne Winders, an outside sales representative at Industrial Tire Service. Winders will receive a trip for two to New York City in June, where he and his wife Ashley will run like "wild horses" through Continental's gift warehouse, keeping everything they can grab in 60 seconds. Typical items grabbed from the warehouse include flat screen TVs, electronics, hunting and fishing equipment, and home appliances. Winners take home an average of around \$10,000 worth of products in the 60-second dash, according to the event coordinator. More than 300 salespeople from 69 different dealers qualified for the Untamed Dealer Dash drawing.

Winning salesperson Wayne Winders, of Washougal, Wash., works at Industrial Tire Service, a tire dealer and retreader with six locations across Washington and Oregon. Specializing in passenger, commercial, and specialty tires, the dealer has been selling Continental tires since 1985 and is now a ContiLifeCycle retreader. The third-generation family-owned company is celebrating its 50<sup>th</sup> anniversary in business this year. Winders has been an employee there since 2000 and appreciates the great owners and co-workers, he said. For Winders, the best thing about the Horsepower program is the "great incentives and rewards," he explained. "I and my family get rewarded for my hard work."

When asked what he hopes to take home from the Untamed Dealer Dash, he said, "A monster TV to watch my Seattle Sea Hawks on!" Winders was thrilled to be chosen in the random drawing. "I could not believe I was chosen for the Dash. Everyone from Continental is great and always gives me all the tools to be successful."



The Horsepower program rewards salespeople working for Continental tire dealers in the U.S. and Canada, based on the number of Continental and General Tire commercial truck and bus tires and ContiPressureCheck digital tire monitoring solutions the employee sells during the year. Salespeople can qualify for three award levels, which grant them increasing rewards and benefits, including entries into the random drawing to select the Untamed Dealer Dash winner. Silver level participants receive one entry, Gold participants receive two entries, and Platinum participants receive three entries into the drawing. The winner, Wayne Winders, reached Platinum level in 2018, selling 4,300 tires.

When asked why he sells Continental tires, Winders replied, “They are a premium quality tire that Continental stands behind.” He sells to all types of customers, including industrial, off-road, line haul, regional truck, and school bus. Continental’s wide portfolio of tires and retreads, as well as sales programs, make it possible to fit the needs of many customers and applications.

Dealer salespeople interested in participating in the 2019 Horsepower program should speak to their local Continental representative. The drawing for the next Untamed Dealer Dash will be held in March 2020. Entries are based on 2019 full year sales submitted to the Horsepower portal.

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

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