

## **General Tire Trac and General Tire Smooth: Continental introduces General Tire press-on-bands**

- **Two tires are being introduced: General Tire Trac for outdoor applications and General Tire Smooth for indoor applications**
- **Both are available immediately in the U.S. and Canada**
- **General Tire has a legacy of over 100 years of strong performance**

Fort Mill, SC. 5 June 2019. General Tire, a brand of Continental, is launching a new line of press-on-band tires in the U.S. and Canada. Two tires are being introduced, the General Tire Trac and the General Tire Smooth, both of which complement the full product range of Continental branded material handling tires currently offered in these markets.

With a legacy of over 100 years of excellent performance, General Tire has proven its ability to compete in the ever-changing tire industry. The newly introduced line of press-on-bands builds upon that knowledge with excellent resistance to cuts and tears, high mileage and durability, and a great price performance ratio.

The General Tire Trac is designed to excel in all types of outdoor applications where a gripping edge is required. Its optimized tread design ensures best in class traction and high stability. The General Tire Smooth also promotes high stability and its smooth tread design excels in indoor applications where excellent traction and reduced chunking is needed for optimal performance.

Both products are available immediately. For more information, please visit:

[www.generaltirespecialty.com](http://www.generaltirespecialty.com).



## Picture texts

### Picture 1 and 2: General Tire Trac

### Picture 3 and 4: General Tire Smooth

**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 sales of €44.4 billion and currently employs around 245,000 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 56,000 employees, the division posted sales of €1.4 billion in 2018. 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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This press release is available in the following languages: English

## Links

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[www.continental-corporation.com](http://www.continental-corporation.com)  
[www.continental-tires.com](http://www.continental-tires.com)

[www.continental-specialty-tires.com](http://www.continental-specialty-tires.com)

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