

Continental Launches All-New Agriculture Tire App for End Customers and Dealers

- **New service app features a pressure and load calculator as well as technical data to achieve optimal safety and efficiency when using Continental agricultural tires**
- **App is now available in app stores for iOS and Android**

Hanover/Fort Mill, SC. December 4, 2019. Continental has launched its all-new agriculture app "Agriculture TireTech" aimed at the farming industry. With this app, the technology company is expanding its existing portfolio of comprehensive services with another digital solution for end customers, dealers and contractual partners and is further expanding its activities in the agricultural sector. The app is now available in the app stores for iOS and Android.

Pressure-Load Calculator: Selecting the right pressure for all Continental agricultural tires

The core element of "Agriculture TireTech" is the Pressure-Load Calculator where users can check the right pressure for their tires depending on the load. In this way, they can determine the correct pressure for their Continental agricultural tires according to the dedicated application in daily farming operations, which results in lower soil compaction, less wear on their tires, higher efficiency and lower fuel consumption. In addition to the Pressure-Load Calculator, the app offers broad technical information on the Continental agricultural tire portfolio and a useful conversion table. Another highlight is the Lead Calculator: it compares rolling circumferences of all Continental tires and gives a recommendation if the chosen tires are applicable with the mechanical ratio of your tractor.

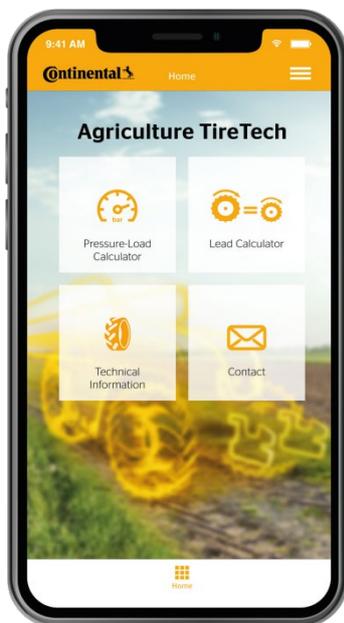
Customer service for agricultural tires further expanded

"The customer is always the focus at Continental. With the new service app, we are offering farmers, dealers and contractors exactly the service they need to use our tires efficiently and resource-saving - digital, compact and always at hand," says Ivonne Bierwirth, Head of Marketing at Continental Commercial Specialty Tires.

Continental's agricultural tire portfolio is specifically designed to improve the performance and quality of agricultural equipment while reducing resource consumption. With the new app, Continental enables farmers to further extend the life of their Continental tires through optimal tire pressure and make their daily work even more efficient.

Picture texts

Picture 1: Continental launched its new agriculture tire service app “Agriculture TireTech” for iOS and Android in November 2019.



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 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 56,000 employees, the division posted sales of €11.4 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.



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