

## Digitalization: PEMA and Continental Optimize Tire Management for Entire Fleet

- **PEMA successfully controls tire management via a digital system developed by Continental**
- **Increased transparency helps to reduce downtime and maximize service life**

Hanover, May 27, 2019. Commercial vehicle rental company PEMA, which operates in many European countries, and Continental – technology company and manufacturer of premium tires – have digitalized tire management for more than 18,000 vehicles. CESAR – a digital fleet administration system developed by Continental – was integrated in PEMA's system landscape back in 2018 and allows vehicle- and service-relevant data to be continuously exchanged and updated via a special interface. One year on, Wolfgang Beuleke, Team Lead Tire Management at PEMA, is delighted with the system, commenting, "The benefits of handling all tire management activities via the interface with CESAR have exceeded our expectations. First, the increased transparency helps us to ensure that the service level agreements concluded individually with our customers are complied with at all times. Administrative outlay has been reduced and fast processes standardized across borders have been introduced. Second, we benefit enormously from the data analysis. Thanks to the knowledge gained, we have significantly reduced our service costs and downtime, ensured application-optimized fitment and increased average mileage."

The CESAR fleet administration system was specially developed for Conti360° Fleet Services – Continental's professional, all-inclusive tire service – and has been continuously optimized ever since. Vehicle- and tire-related data is recorded in the system and processed centrally. Users can access the latest data at any time, no matter where they are. "On the basis of individual customer requirements, CESAR uses automated workflows to map a range of service cases so that the appropriate measures can be quickly implemented – whether in the fleet's dedicated workshop, at the depot or out on the highway," explains Thomas Wolf, Head of International Fleet Business for EMEA. "By analyzing the data supplied in ContiFleetReporting, we can also provide PEMA with recommendations designed to help them to control tire management processes for their fleets in Germany, Denmark, Sweden, Switzerland, the Czech Republic and Poland with maximum efficiency."



**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 preliminary 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.

### **Press contact**

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