

Wide range, deep customer understanding: Continental merges the special-purpose tire segment into a new business unit

- **Reorganization: special-purpose tires for commercial use, tires for two-wheeled vehicles, and racing tires are being combined into a new “Specialty Tires” business unit**
- **Management: Wolfgang Thomale is responsible for the new business unit**

Hanover/Fort Mill, SC. July 6, 2020. Technology company Continental is combining its global activities in the special-purpose tire segment. Effective July 1, the business areas of Commercial Specialty Tires, Two Wheel Tires and Hoosier Racing Tire are combined in a new “Specialty Tires” business unit. As a result, from now on the entire Continental specialty tire business will be developed, manufactured and distributed worldwide under the umbrella of the new unit: From tires for material handling, the agricultural, port, and construction sectors, to bicycle and motorcycle tires and tires for racing.

Wolfgang Thomale, who has also been heading Commercial Specialty Tires since July 1, is responsible for the new business unit. The new unit also includes the Two-Wheel Tires area under the leadership of Thomas Falke, and Racing under the responsibility of Joerg Burfien.

In the new role, Thomale reports directly to Christian Kötz, head of the Tires business area and member of the Executive Board of Continental AG. “With the new business unit, we are following the path we embarked on to consistently align all activities in the Tires business area with the customer,” says Kötz. “We are merging niche segments with highly-specialized requirements on the part of customers in order to develop solutions and services even more quickly and flexibly and to gradually expand our product range in the interests of our customers.”

Wolfgang Thomale has been working at Continental for almost 30 years. He has held various positions in this time, most recently as head of PLT Channel Management Retail & Region Central Europe.



Photo caption

Photo 1: Wolfgang Thomale

Wolfgang Thomale is responsible for the Specialty Tires segment at Continental.

Continental develops pioneering technologies and services for the 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 2019, Continental generated sales of €44.5 billion and currently employs about 240,000 people in 59 countries and markets.

The **tires business area** has more than 24 production and development locations worldwide. Continental is a leading tire manufacturer and with approximately 56,000 employees achieved sales of €11.7 billion in this business area in 2019. Continental is a technological leader in the area of tire production and offers a broad product range of cars, commercial and purpose-built vehicles, and two-wheelers. Through continuous investment in research and development, Continental makes a significant contribution towards mobility that is safer, more cost-effective and more ecologically efficient. The portfolio of the Tires business area includes services for the tire trade and for fleet applications as well as digital management systems for tires.



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