

CeMAT Asia: Continental CST presents customized tire solutions for the Asian market

- **The robust tire Continental SC18 for the premium segment granting extensive durability**
- **CSEasy – the easy mounting solution – will be presented**
- **A new solid tire for the booming Chinese materials handling business will be launched**

Shanghai / Hanover, 22 September 2014. From 27 to 30 October 2014, CeMAT Asia, the leading trade fair for materials handling, automation, transport and logistics on the Asian continent, will open its doors again. Continental Commercial Specialty Tires (CST) exhibits its innovative portfolio of tires and also launches a new specialty tire for materials handling for the Asian market. The international successful tire manufacturer and supplier, headquartered in Hanover (Germany), will be situated in Hall W1 at booth C1-1 at Shanghai New International Expo Center.

“With an estimated annual growth rate of 15 percent till 2015, China is one of the booming markets in materials handling. This is also applicable to the entire Asian continent. We therefore have tailored our solutions even more to the needs of Asian customers and the industry-specific requirements”, says Tony Cai, Sales Manager Continental CST China. “With its international focus and high reputation, the trade fair offers us an optimal platform to present the newest highlights of our customized solutions strategy.”

A new solid tire for the Asian market to be introduced

Continental CST will also launch a new robust specialty tire for materials handling at CeMAT Asia. It complements the comprehensive tire portfolio that Continental CST already offers in the Asian market. The tire and all other details about the product will be announced at the start of the trade fair.

Highly efficient: SC18 and CSEasy mounting system

Continental CST will showcase its economical robust solid tire SC18 for the premium segment. The high quality solution offers high mileage, strong sidewalls for high resistance to damage and also an excellent rim fit. Another highlight presented is the Continental CSEasy: It is the first system allowing super elastic tires to be fitted quickly and easily without a press and a mechanic. The revolutionary mounting principle involves a specially designed adapter which can be fitted to all Lemmerz-style rims. The CSEasy technology does not only offer greater flexibility for all users; they also benefit from lower costs, higher energy efficiency and a reduced carbon footprint.

Picture texts:

Picture 1: Continental CSEasy

With CSEasy, Continental CST offers an innovative mounting system for super elastic tires. Since no press is needed, it offers a greater flexibility for all users.

Picture 2: Continental SC18

The robust solid tire Continental SC18 for the premium segment offers a high mileage, strong sidewalls and also an excellent rim fit – perfectly suited for the Asian market.

More pictures available upon request.

With sales of around €33.3 billion in 2013, **Continental** is one of the world's leading automotive suppliers. As a provider of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires, and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently employs around 186,000 people in 49 countries.

As one of the world's leading tire manufacturers, with more than 42,000 employees, the **Tire division** achieved sales of €9.7 billion in 2012. Today, the division has 22 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility.

The **Commercial Vehicle Tire** business is one of the largest manufacturers of truck, bus and commercial specialty tires worldwide.

Continental's Tire Division is an **Official Sponsor** of the German DFB Cup, 2014 FIFA World Cup™ in Brazil and the UEFA EURO 2016™ in France.

Contact:

Ute Weiss
Communications/PR Manager
Business Unit Commercial Specialty Tires

Continental
Tire Division
Buettnerstraße 25
30165 Hanover, Germany

Ph.: +49 (0) 511 938-2131
Fax: +49 (0) 511 938-2570
ute.weiss@conti.de

The press release is available in: English

Mediadatabase on the internet: www.continental-mediacycenter.com

www.continental-corporation.com
www.continental-tyres.com
www.continental-truck-tires.com
www.ContiSoccerWorld.de
www.continental-specialty-tires.com