

## Continental announces agriculture tire partnership with Zurcher Tire, Inc.

- **Continental agriculture tires are available for purchase through Zurcher Tire, Inc.**
- **All Continental radial agricultural tires purchased in the U.S. and Canada have warranty coverage up to 10 years**

Fort Mill, S.C. November 9, 2020. Continental has teamed up with Zurcher Tire, Inc. as its newest distribution partner for agriculture tires. Available products include Continental's Tractor70, Tractor85, TractorMaster and CombineMaster.

"We are pleased to announce Zurcher Tire as our latest distribution partner for our Continental line of high-performance radial farm tires," said Matthew Futrelle, head of sales and marketing for the Americas for Continental Commercial Specialty Tires. "The Zurcher family is a cornerstone of the U.S. tire industry and we look forward to growing our agriculture business together. With their expertise in the farming industry, large Midwest footprint and ability to deliver in many cases, same day, to our mutual customers, they are a perfect fit for Continental."

Zurcher Tire is headquartered in Monroe, Ind. with 10 distribution centers across the Midwest serving customers in Indiana, Iowa, Illinois, Missouri, Ohio, Wisconsin, Kentucky, Tennessee and Michigan. Zurcher Tire's experience in the agriculture segment dates back to their founding in 1948 and they are committed to finding products that farmers need to feed the world.

Chief development officer at Zurcher Tire, Carson Cornelius, explained, "We see the partnership with Continental agriculture as an opportunity to get a premium product into the hands of our valued customers. They are facing extreme forces every day. Getting the farmer a product that will provide piece of mind is our responsibility, and offering Continental farm tires allows them to feel confident in what they have on their tractors."



Continental is dedicated to engineering agriculture tires built to withstand the challenges they face in the field and all Continental brand radial ag tires are covered by an industry-leading warranty with coverage up to 10 years from date of purchase. For a full list of available Continental ag tire sizes, please contact your local Zurcher Tire, Inc. location, found at <https://www.zurchertire.com/Locations>.



**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 2019, Continental generated sales of €44.5 billion and currently employs more than 232,000 people in 59 countries and markets.

The **Tires business area** has 24 production and development locations worldwide. Continental is one of the leading tire manufacturers with more than 56,000 employees and posted sales of €11.7 billion in 2019 in this business area. Continental ranks among the technology leaders in tire production and offers a broad product range for passenger cars, commercial and special vehicles, as well as two-wheelers. Through continuous investment in research & development, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The portfolio of the Tires business area includes services for the tire trade and fleet applications, as well as digital management systems for tires.

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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)

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