

## Continental Commercial Specialty Tires Hires Industry Veteran as Market Manager

- **Andrew Davis joins Continental Commercial Specialty Tires as U.S./CAN market manager**

**FORT MILL, S.C. – May 17, 2021.** Continental Commercial Specialty Tires has hired industry veteran, Andrew Davis, as the new market manager for the U.S. and Canada. In this role, he will oversee all material handling, earthmoving and agriculture tire business. The appointment is effective beginning May 17, 2021.

Davis brings over 14 years of experience in the tire industry. Most recently, he was the product marketing manager for Giti Tire managing new product development for their passenger and light truck tire lines. Previously, Davis worked as a product manager for Nokian Tyres before moving into Nokian's Heavy Tire division, primarily focused on OTR tires, where he became the sales director for the U.S. and Canada.

"I am excited to join the Continental Commercial Specialty Tires team," said Davis. "I worked in the OTR tire sector for eight years and I am thrilled to have an opportunity to return to this segment of the tire industry. I look forward to working with the Continental CST team to continue our growth in the U.S. and Canadian markets."

Davis holds an MBA from The Citadel. An Alabama-native, he also has a bachelor's degree in consumer/industrial marketing from The University of Alabama. He will report directly to Matthew Futrelle, who previously held this position, and now heads Continental Commercial Specialty Tires for the Americas.

### Picture texts

**Picture 1:** Continental Commercial Specialty Tires has hired Andrew Davis as the U.S./CAN market manager.

**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 2020, Continental generated sales of €37.7 billion and currently employs around 235,000 people in 58 countries and markets. In 2021, the company celebrates its 150th anniversary.

**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 preliminary sales of €10.2 billion in 2020 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-purpose vehicles as well as two-wheelers. Through continuous investment in research and 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.

#### Press contact

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#### Links

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