

## Continental Presents New SportContact 7

- **New SportContact 7 to be available from the autumn**
- **Wide range for many performance cars right from the start**
- **New tyre technologies for safe driving pleasure and significantly longer service life**

With the SportContact 7, Continental now has a new high-performance tyre suitable for sporty vehicles. This year, a total of 42 articles will be available in sizes 19 to 23 inches, with the product line being further expanded over the course of the coming year. The new SportContact generation, Continental offers drivers a high performance, very safe, handling-oriented, high-mileage tyre. On the racetrack, mileage is up 10 percent over the previous model and wet braking distances are reduced by eight percent. The new SportContact is also six percent better for dry braking, and service life is 17 percent longer. Handling and grip in both wet and dry conditions will also benefit from the latest advancements (test with tyre size 245/30 R 20). During development, Continental has focused on improving all performance criteria to combine maximum driving pleasure with maximum safety and sustainability in the field of UUHP tyres (ultra-high performance tyre segment).

For the new SportContact 7, the tyre developers have reached deep into their box of tricks. The adaptive tread design adjusts to dry and wet roads, offering maximum driving pleasure for every vehicle, and the BlackChili rubber compound has been precisely adapted to the tread design for maximum grip.

The SportContact 7 was developed for passenger cars with sporty attributes and super cars. The variety of vehicles is wide-ranging, including the Alfa Romeo Giulia Quadrifoglio as well as the RS series from Audi and sporty M series from BMW. Compact cars include the Ford Focus III RS and the Mini Cooper S Clubman. Suitable sizes are also available for the Porsche 4 S GT, various vehicles from Mercedes-AMG, Lamborghini and McLaren. Suitable dimensions of the SportContact 7 are also planned for high-range cars such as the Brabus S 65 Rocket 900 Coupé.

**For the virtual SportContact 7 360° Panorama Tour**, click here: [SportContact7](#)

**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 2020, Continental generated sales of €37.7 billion and currently employs approximately 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 tyre manufacturers with more than 56,000 employees and posted sales of €10.2 billion in 2020 in this business area. Continental is a technological leader in the area of tyre 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 unit includes services for the tyre trade and fleet applications as well as digital tyre management systems.

#### Contact for journalists

---

**Claire Hohenberg**, PR Manager,  
Tel: 01895 425900 or email: [claire.hohenberg@conti.de](mailto:claire.hohenberg@conti.de)

**Samara Amos**, Communications & PR Specialist,  
Tel: 01895 425969 or email: [samara.amos@conti.de](mailto:samara.amos@conti.de)

---

<b>Press portal</b>	<a href="http://www.continental-press.com">www.continental-press.com</a>
<b>Media center:</b>	<a href="http://continental.com/media-center">continental.com/media-center</a>