

## Tires – A High-Tech Product: Continental Goes Behind the Scenes at Its Development Labs

- **Compilation of materials provides unique insight into tire development sections**
- **Information Book presents all of Continental's R&D labs**
- **Extensive photographic and video material available**

Hanover, Germany, October 19, 2021. A new tire has to pass through several sections of Continental's R&D department before it can go into series production. Today's product development process generally lasts between three and five years and involves a host of indoor and outdoor tests. Continental is now presenting the various labs involved as part of a detailed Information Book that provides an in-depth insight into tire development at the company. It begins with the Mixing Lab where the basic ingredient, i.e. rubber, is blended together with various components according to exact recipes in order to replicate the characteristics of the future tire. This is followed by a look at the Compound Testing Lab, Special Labs, cutting workshop and finally the test labs. Exhaustive tire analysis and simulation methods are used to test future series production tires in several stages.

### **Cutting-edge technology for sustainable, customer-oriented tire development**

The teams working in R&D test all new tire prototypes and simulate their performance in different driving situations. Virtual tire development holds great potential for fast, resource-efficient testing, especially when it comes to developing tires for electric vehicles. It enables a customer to combine a tire model with a vehicle model and then test it directly on a computer or in a driving simulator, while also allowing new findings to be factored into the ongoing development process much more quickly. The tire experts are also able to tap into the huge network of specialists at Continental's automotive division. "This allows us to increase our know-how and get prototype tires ready for market faster," explains Andreas Schlenke, head of department at passenger car tires R&D. "The first-rate technical skill of our labs and the state-of-the-art technology used bear witness to our tire development expertise and our ability to implement requests from customers for new drive technologies in a quick, innovative way." The Information Book also includes QR codes that can be scanned to access an absorbing selection of photographic and video material. All the material can be found on the [website](#).

**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 193,000 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 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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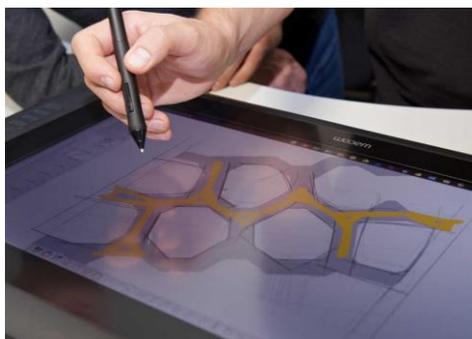
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**Pictures/captions**



Continental\_PP\_Compound\_Testing\_Lab

The Compound Testing Lab at Continental R&D checks whether rubber compounds meet the target requirements for a tire.



Continental\_PP\_Tire\_Design

The industrial design team is responsible for giving the tires their distinctive appearance.



Continental\_PP\_Cutting\_Workshop

The only one of its kind in the world: Test tires are produced in the cutting workshop.