

## Best “PROFI Werkstatt” Brand: Continental Tires Take Top Spot For Fourth Year Running

- Readers of PROFI Werkstatt magazine send Continental to the top step of the podium once again in the “Tires” category
- Survey result serves as vote of confidence in the product quality and services provided by Continental
- Award presented at the Automechanika show in Frankfurt

Hanover, Germany, September 16, 2022. All good things come in threes, or so the saying goes. But Continental has gone one better, having recently been awarded the title of best workshop for the fourth year in a row. In a representative survey, the premium tire manufacturer’s commercial vehicle tires unit collected the most votes in the “Tires” category from readers of Munich-based commercial vehicle aftermarket magazine PROFI Werkstatt.

### **Award demonstrates customers’ trust**

Marc Schmitt, Head of Brand Communications, Replacement Tires Germany was particularly pleased with the successful result: “This award is a great endorsement that what we are doing day in, day out, our commitment and our passion all resonate with our customers. We are now even more motivated to do our best to remain a reliable partner for our customers going forward. Many thanks to them for this major vote of confidence.” Georg Kliewer, Head of Special Vehicles at Continental, accepted the award on behalf of the company during the Automechanika show in Frankfurt.

### **Range of products and services tailored to customer requirements**

The levels of trust in the company shown by its customers can be attributed above all to the steady development of Continental from a tire manufacturer to a solutions provider. “We are now about much more than rubber,” says Schmitt. “Today our line-up of products and services is even more closely aligned with the needs and requirements of our customers and we are able to provide them with precisely tailored support.” Indeed, the company’s range of tires has expanded continuously over the years, and it has added digital solutions to its offering which assist the day-to-day work of fleet managers and drivers in particular. Customer service has also been prioritized, through training courses for partner workshops, for example. “We stay in close contact with our dealers and workshops and can respond to their wishes in a very targeted way or even involve them in the development of products,” explains Schmitt.

### **The most popular brands in the commercial vehicle workshop sector**

PROFI Werkstatt magazine has used surveys to monitor the market for excellent performance of this kind since 2014. Every year it asks its readers to name their favorite commercial vehicle workshop brands. And the resulting distinction has developed into one of the most important brand awards in the workshop sector. The latest survey saw over 4,000 respondents submit their votes in 24 categories. These range from A for Achsmessanlage [wheel alignment equipment] to Z for Zubehör [accessories] and cover the most important products and services for workshop professionals. Workshop managers in the commercial vehicle sector were among those polled, with the survey organizers – HUSS-VERLAG GmbH in Munich – asking for their opinions on brands they use in their day-to-day work. Gut feeling and personal experience contributed to the results in equal measure. More details on the readers' poll can be found in the special 32-page issue of the magazine and at [profi-werkstatt.net](http://profi-werkstatt.net).

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**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 2021, Continental generated sales of €33.8 billion and currently employs over 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

The **Tires group sector** has 24 production and development locations worldwide. Continental is one of the leading tire manufacturers with more than 57,000 employees and posted sales of €11.8 billion in 2021 in this group sector. 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 sector includes services for the tire trade and fleet applications, as well as digital management systems for tires.

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### Picture/ caption



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Award for best „PROFI Werkstatt“ brand tires: Georg Kliewer (right), Continental, receives the award at the Automechanika Show in Frankfurt.

Source: Petra Welzel/HUSS-VERLAG