

## **“Smart Tires” White Paper Provides Valuable Reference on Digital Solutions for Sustainable Logistics**

- **Selection of contributions provides different perspectives on the digitalization and automation of vehicles and fleets**
- **Leading experts from the transport industry report on the state of play in R&D**
- **International Continental fleet customers share their real-world experience of using digital solutions**

Hanover, October 24, 2022. Energy costs are currently soaring to dizzying heights and supply chains have ground to a halt, creating a challenging market environment in which haulage and logistics companies must go about their daily business. However, digitalization and automation are helping to ensure their fleets are efficient, safe and sustainable. The “Smart Tires” White Paper explores the topic of digital solutions from various perspectives and provides an overview of trends and developments in the logistics sector. It invites users, experts and academics to have their say under the keywords “cost effectiveness”, “predictive maintenance”, “operational safety and sustainability” and “new forms of mobility”. They report on the potential of digital solutions and the benefits of networked fleets and vehicles, and look ahead to new forms of mobility and autonomous driving. Thoroughly researched articles and accessible contributions – including interviews, statements, videos, podcasts and infographics – provide a concise overview and an informed introduction to the topic.

### **Potential of digitalization and networking of fleets**

The “Smart Tires” White Paper gives customers in Germany and other countries with many years of experience using digital solutions a platform to bring their thoughts to the table. Sensor experts Niklas Vauth and Sven Wilhelmsen offer an insight into their work and explain where sensor technology is heading; the VDA (German Association of the Automotive Industry) addresses how vehicles are becoming communication hubs; the Würzburg-based Institute for Applied Logistics identifies concrete solutions for sustainable logistics; and car-sharing provider SHARE NOW Denmark outlines the potential of smart tires for new forms of mobility through the interplay of telematics data and algorithms.

Digital solutions is one of the most important topics in the logistics and transport industry. And the new White Paper (full title: “Smart Tires – Digital solutions for efficient and sustainable logistics”, length: 27 pages) brings together valuable background information, photos, topic ideas and contact details with this in mind.

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Topic links:  Photo

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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.

### Press contact

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Annette Rojas  
Media Relations Manager  
Public Relations & Internal Communication  
Replacement Tires EMEA

Continental Reifen Deutschland GmbH

Phone: +49 511 938 2598  
Cell: + 49 160 9083 7745  
Email: [annette.rojas@conti.de](mailto:annette.rojas@conti.de)

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### Pictures/captions



New White Paper from Continental: “Smart Tires – Digital solutions for efficient and sustainable logistics”.

Continental\_PP\_White Paper\_Digital\_Solutions\_DE



Digital solutions from Continental: ContiConnect for digital tire management.

Continental\_PP\_ContiConnect\_DE



Positive feedback from real-world users: Paul Broker from British hauler G.Webb reports on the benefits of ContiConnect.

Continental\_PP\_G.Webb.



Experts have their say: we talk to sensor developers Niklas Vauth and Sven Wilhelmssen.

Continental\_PP\_Sensortechnologie



Continental\_PP\_Digital Solutions

Digitalization and automation: digital tire management contributes to sustainable logistics.