

First Place for Continental Motorcycle Tires in MOTORRAD's Extensive Service Test

- **Specialist magazine puts service quality of eight motorcycle tire manufacturers and six purchasing portals to the test**
- **Continental Motorcycle Tires customer service rated "very good," taking first place in test field**

Hanover, February 2014. In "Motorrad" magazine's 01/14 issue, the editors of the trade journal published a service quality test involving eight motorcycle tire manufacturers and six online portals. In the test, the editors scrutinized service quality, responsiveness to inquiries, and the quality of information covered. Continental took first place, scoring 94 out of a possible 100 points. The editors praised "the website, which leaves barely a question unanswered, the dense network of varied information, and the fantastic technical dictionary."

In their survey, the specialists rated the contact options, online service, personalized advice, and responsiveness to inquiries. The German motorcycle tire manufacturer also scored points for its personalized advice: "All written inquiries are not only dealt with in record time but also responded to in a highly detailed and extremely personalized manner. The Conti technicians showed themselves to be just as committed when providing advice over the phone." The editors came to the following conclusion: "A free technical hotline, record-time handling of questions, and a cleanly structured online presence with high information density. This service sets a real precedent."

Alongside Continental, seven other tire manufacturers from Europe, Asia, and the U.S. featured in the test. Six online trading portals took part as well. Overall, a "very good" rating was awarded four times, "good" five times, and "satisfactory" twice. Three of the online portals under scrutiny, however, had to be content with a "sufficient" score.



Continental AG

With provisional sales of around €33.3 billion in 2013, Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems, and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires, and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication. Continental currently has more than 177,000 employees in 46 countries.

www.continental-corporation.de

Tire Division

As one of the world's leading tire manufacturers with more than 42,000 employees, the Tire division achieved sales of over €9.7 billion in 2012. Today, the division has 22 production and development locations worldwide. The broad product portfolio as well as continuous investments in R&D make a major contribution to economical and ecologically efficient mobility.

Passenger and Light Truck Tires

Continental is one of the leading manufacturers of passenger and light truck tires in Europe and the world's fourth largest passenger car tire manufacturer in the original equipment and replacement market. Product development for the premium Continental brand focuses on optimizing all safety-related features while at the same time minimizing rolling resistance.

www.continental-reifen.de

Sponsorship

Continental's Tire division is an official sponsor of the German DFB Cup, Major League Soccer in the U.S.A. and Canada, the 2014 FIFA World Cup in Brazil, and UEFA EURO 2016™ in France.

www.ContiSoccerWorld.com

Media Database

www.mediacyber.com/continental-corporation.com

Further information is available at:

www.continental-reifen.de

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