

At Home Worldwide with Conti Motorcycle

- **New website from the motorcycle tire specialist**
- **Interactive features with product videos and tire approval information**
- **Press portal for instant access to current announcements**

Hanover/Korbach, November 10th, 2015. With its completely revised website www.conti-moto.de/, the Korbach motorcycle tire specialist now offers even more services to motorcycle riders, retailers, and journalists in Germany.

The site also has more practical features, a shot of emotional appeal, and a clearly structured menu navigation – all of which will put a smile on the face of anyone checking out Continental Motorcycle online. Tire approvals, data sheets, the complete product range, details on tire technology, product videos – including videos on ContiTrack, ContiSportAttack 3, and ContiTrailAttack 2 – as well as current announcements make the website a quick, reliable way to answer any question related to keeping a safe grip on the road on two wheels.

The site's media service also gives retailers instant online access to complete Conti informational packets. There is a separate press area for journalists, where they can view and download all photos and text related to announcements. Current data sheets and additional product information are provided for each announcement (<http://www.continental-tires.com/motorcycle/media-services/newsroom>).

The new pages, including English and Spanish versions, were developed using responsive design so that all features are easy to use on all interactive media, from computers and laptops to tablets and smartphones. French and Italian versions are also in the pipeline.



Continental AG

Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner provides sustainable, safe, comfortable, individual, and affordable solutions. In 2014, the corporation generated preliminary sales of approximately €34.5 billion with its five divisions, Chassis & Safety, Interior, Powertrain, Tire, and ContiTech. Continental currently employs approximately 200,000 people in 53 countries.

www.continental-corporation.de

Tire Division

The Tire Division currently has 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with more than 47,000 employees, the Tire Division achieved sales of €9.8 billion in 2014.

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 tire manufacturer in the original equipment and replacement market. The product development focus of the Continental premium brand is to optimize all safety-relevant characteristics, while simultaneously minimizing rolling resistance.

www.continental-reifen.de

Motorcycle Tires

Continental is among the leading manufacturers of motorcycle tires. Tire development, tire testing, and German production are all based in Korbach, Hesse. Continental manufactures tires for tourers, sports tourers, sports motorcycles, enduros, cruisers, light motorcycles, and scooters and supplies original equipment for various brands including BMW, KTM, Husqvarna and Brammo. Its tires are approved for use with a variety of motorcycles manufactured in Europe, Japan, and the U.S.

www.conti-moto.com

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 2015 Asian Cup in Australia, and UEFA EURO 2016™ in France.

www.ContiSoccerWorld.com

Media Database

www.mediacenter.continental-corporation.com

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