

Tires – SportContact 7

Our Market needs

- › New luxury vehicles and EVs come with very broad range of sizes and performance requirements
- › Our ultra-high-performance consumers are looking for unprecedented driving performance combined with maximum safety and increased mileage

Our Solution

- › The best ultra-high-performance tire Continental has ever built
- › Especially designed to meet the high demands of the latest generations of vehicles (ICE and EV)



Our Business Success

- › Over-proportional growth in high-value tires
- › Increasing share of market
- › Further supporting mix improvements

Our Value Proposition

- › Continental is redefining the standards for performance criteria in terms of
 - › Unprecedented driving performance
 - › Maximum safety
 - › Increased mileage
 - › Optimized for electric vehicles

Our Proof Points

- › Since its market launch, the SportContact 7 has been declared the winner in **eleven** prominent national and international independent tire tests
- › Numerous OE homologations

Continental 