

# TechShow

Around the World. **Mobility.** Our Heartbeat for 150 Years.

**TechTalk at Tires**  
ContiRe.Tex

# The Status Quo

## Every Minute...

A close-up photograph of several crushed and crumpled clear plastic bottles. The plastic is wet, with numerous water droplets visible on its surface. The bottles are tangled together, with some showing blue and red caps. The background is a neutral, light gray.

**One Million** plastic bottles are  
disposed all over the world.

– **only half** are recycled!

*\*Source: Euromonitor International*

# Plastic Mountains

If the bottles were rained down on a single spot...



**AFTER 1 HOUR**



**HIGHER THAN CRISTO**

**AFTER 1 DAY**



**HALF AS HIGH  
AS THE EIFFEL TOWER**

**AFTER 1 YEAR**



**HIGHER THAN THE  
BURJ KHALIFA**

*\*Source: Reuters*

# How Do We Meet This Challenge?

We are convinced that...

The background of the slide is a close-up, grayscale image of a tire tread. Several vertical green lines are overlaid on the left side of the image. On the right side, a portion of a yellow circular logo is visible, featuring a silhouette of a person and the word "CONTINENTAL".

**sustainable and responsible** business  
increases our ability to innovate and shape the  
future

– adding **value to the company and society**

# The Vision

We are aiming to...

A grayscale photograph of a Continental tire mounted on a wheel. The tire's tread pattern is visible, and the "Continental" brand name is embossed on the sidewall. The wheel's spokes are also visible. The image is slightly blurred, giving it a professional, high-tech feel.

gradually transition **to 100 percent** sustainably  
produced materials in our tire products  
**by 2050 latest**

The background features a light gray gradient. A world map is rendered in a dotted, golden-yellow style, appearing to float in the upper left. Several curved, dashed lines in white and orange sweep across the lower half of the image, creating a sense of motion and depth. A semi-transparent gray rectangular block is positioned in the upper right area.

***ContiRe.Tex***

# Our Long-term Goal

We are convinced...



# Bridge Solution

We took...

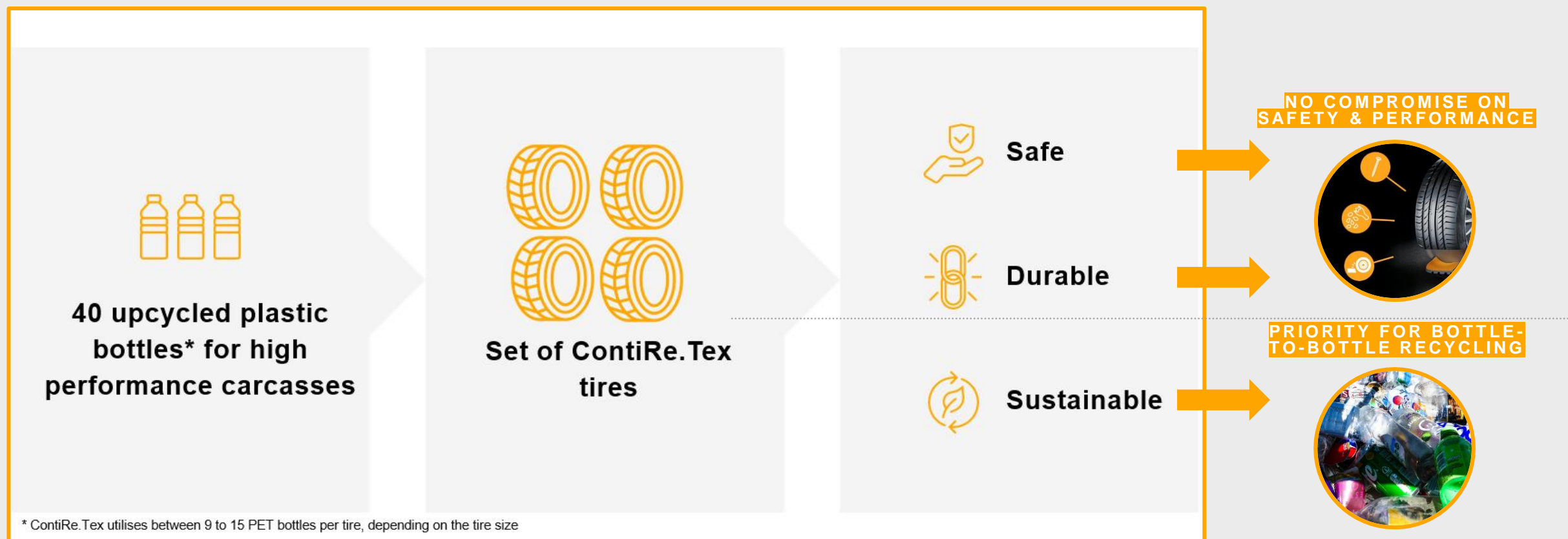


**inspiration** from other industries

who saw the **value in plastic bottles.**

# What is ContiRe.Tex?

## Driving green progress in materials



The background features a stylized world map composed of small, light-colored dots. Overlaid on the map are several curved, dashed lines in white and orange, suggesting a sense of motion or global connectivity. The overall color palette is muted, with greys, whites, and oranges.

# ***The Invisible Challenges***

# The Challenge

## Recycled Polyester Yarn

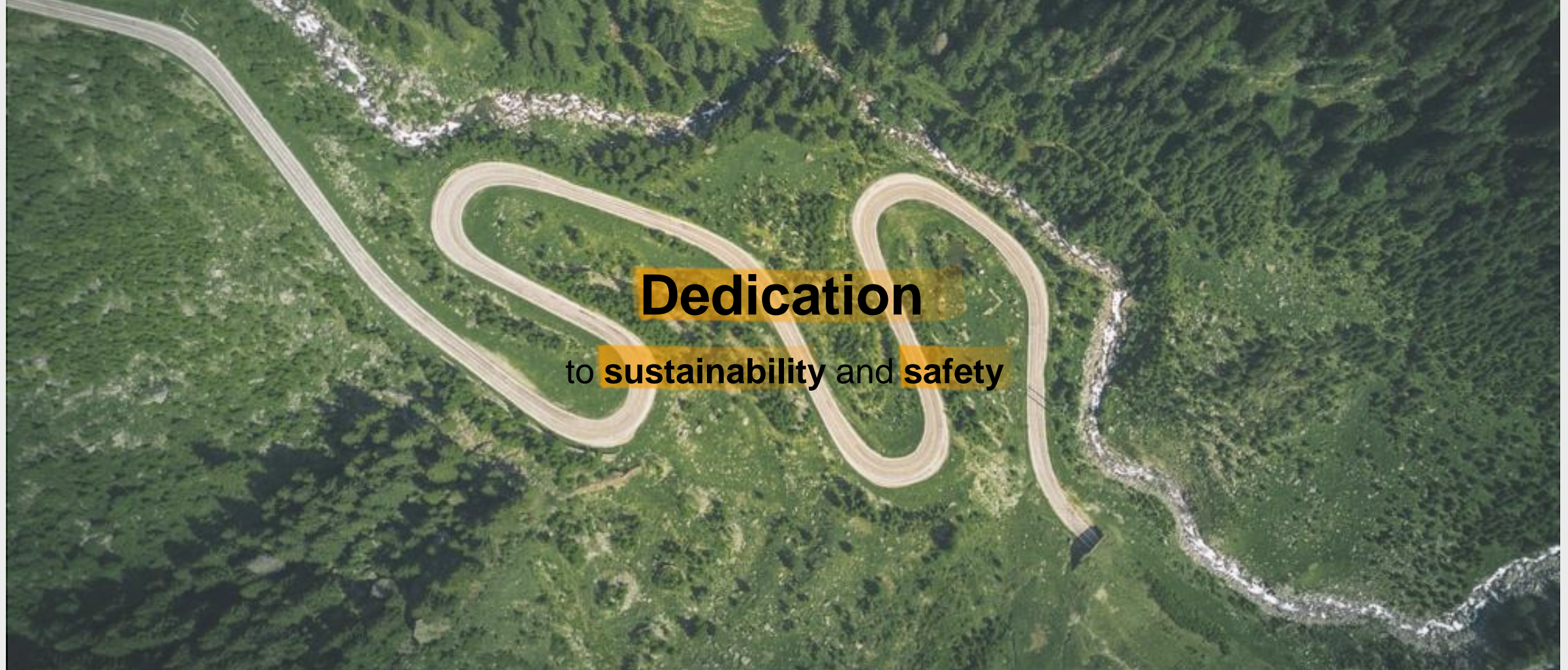


High Modulus – Low Shrink

**Absorbing the forces** of the tire's internal pressure and **remaining dimensionally stable** under high loads and temperatures.

# Key Learning to Share

The most important factor



The background features a light gray surface with a dotted orange world map. Overlaid on the map are several dynamic lines: a solid white line, a dashed white line, and a thick dashed orange line that curves across the frame. A semi-transparent gray rectangular block is positioned in the upper right area.

***Thank you!***

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