

Continental 
The Future in Motion

Driving the Change

Tansu Işık

Head of Region South, Channels Fleet and OE Trailer





Macro-economic volatility



Driver shortage



**Challenges
our
Customers
are facing**

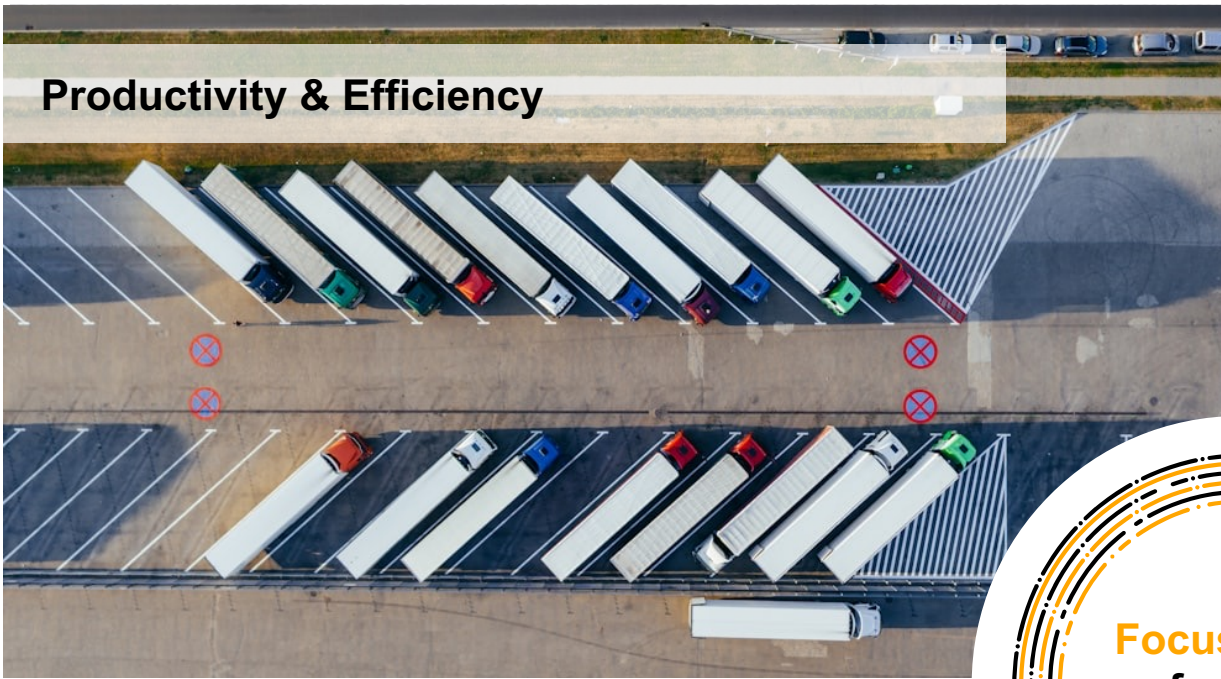


Lower Margins and increasing cost burden



Regulation wave

Productivity & Efficiency



Sustainability



**Focus Areas
for Our
Customers**

Digitalization



Compliance & Safety





Main Focus for OEMs
Regulations & Sustainability



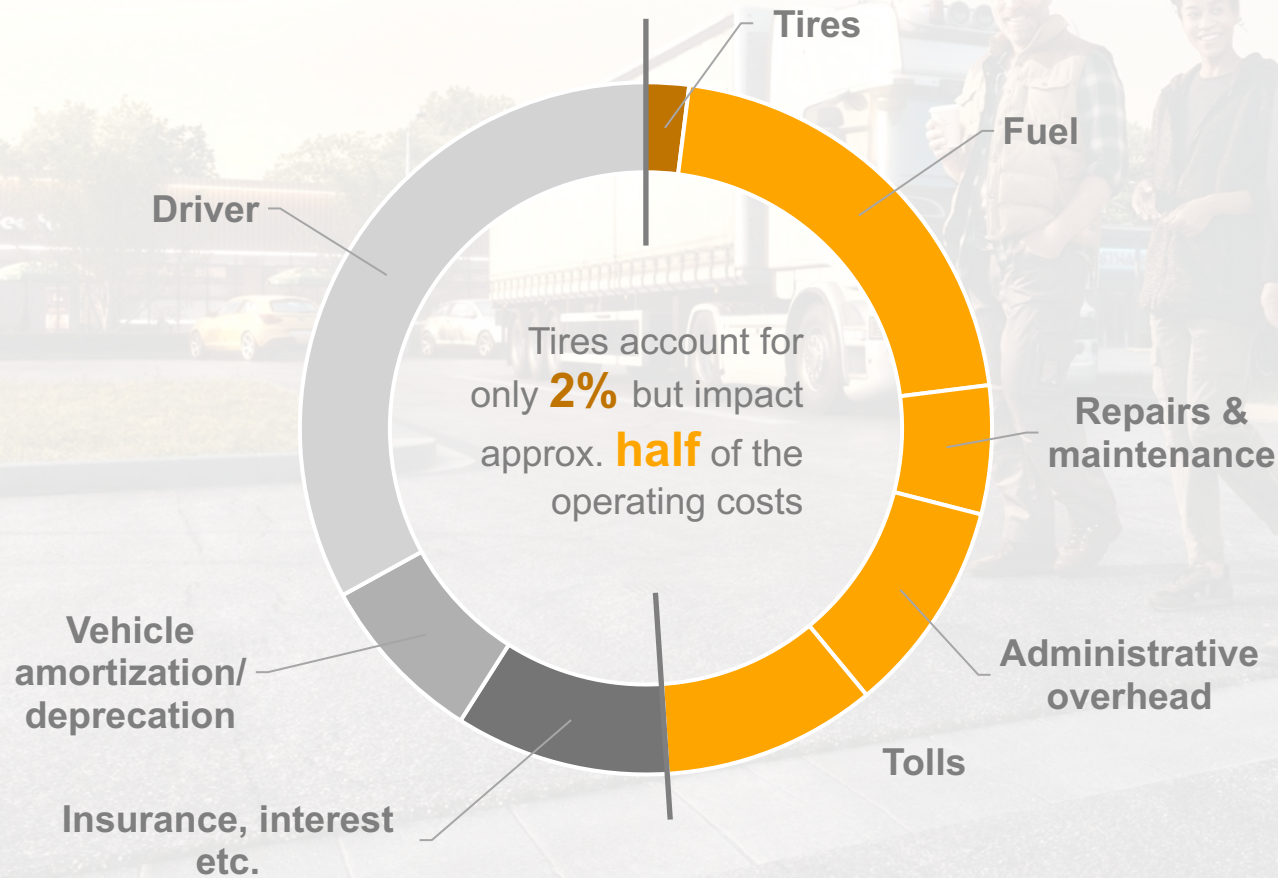
Main Focus for Fleet Operators
TCO, Sustainability & Digitalization

Customers' Expectations from Continental



Fleet Operating Costs

Impact of Tires



In order to realize savings and optimization opportunities, we propose a **cooperative business model** strongly focused on **aftersales service**.

Calculations based on market average for each of the following countries: France, Germany, Italy, Poland, Spain, UK, hereby aiming to provide a European average. Each country is weighted by its vehicle parc (Global Data medium/heavy commercial vehicle parc 2024). Individual costs may vary. Variances may be due to rounding. Status: April 2024.
Sources: Bundesverband Güterkraftverkehr Logistik und Entsorgung (German Federal Association of Road Haulage, Logistics and Disposal), Sveriges Åkeriföretag (The Swedish Association of Road Transport Companies), financial reports from European road carriers.

Our Approach in Supporting Our Customers

LODC: Lowest Overall Driving Costs

Save on fuel
consumption



Avoid
breakdowns



Ease operations



Maximize tire
mileage



Make service
plannable



Ensure safety
and compliance

LODC Approach

Sample Calculation



1. Fleet Configuration

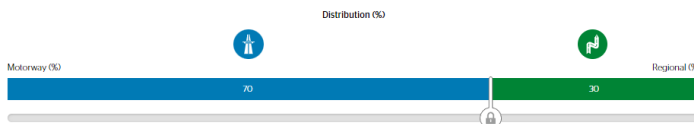
Fleet building



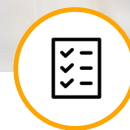
The trailer is included based on standardized data and cannot be changed.

Vehicle type	Mileage per year per vehicle (km)	Vehicle count
Truck & Trailer	120000	200
Axle configuration	Fuel price (€ per liter)	Tire count per vehicle
4x2 Tractor (GVW > 16t)	1.63	12 (2400)

Ultra Long-Haul | Avg. Long-Haul | Avg. Regional Distribution | Heavy Regional Distribution | Define Your Own Profile



Pre-defined values and mission profiles based on research by the European Commission



2. Solution Selection

2.1 New tires

Tire configuration (1st life)

Current Tires	VS	Future Tires
Product line Conti Hybrid Gen5		Product line Conti Eco Gen5
Tire size - steer axle 315/70 R22.5		Tire size - steer axle 315/70 R22.5
Tire size - drive axle 315/70 R22.5		Tire size - drive axle 315/70 R22.5
<input type="button" value="Clear selection"/>		<input type="button" value="Clear selection"/>

2.2 ContiLifeCycle



Retreadable Tires	Tire count
ContiRe EcoPlus HD3	576

2.3 Digital Solutions

Product	Product package	Payment method
ContiConnect LIVE - Truck + Trailer	Standard	Upfront



3. Simulation Output

How you benefit

Potential Effects of the Future Tires Selected
Conti Eco Gen5

Annual change in fuel consumption / costs

Per vehicle	Per fleet (200 units)
879 liter 1,432 €	175,734 liter 286,446 €

Annual change in CO₂ emissions

Per vehicle	Per fleet (200 units)
2.30 tons	460.17 tons

Annual change in mileage costs

Per vehicle	Per fleet (200 units)
-353 €	-70,518 €

Annual change in total costs

Per vehicle	Per fleet (200 units)
1,842 €	368,464 €

Sustainability (ContiRe production)

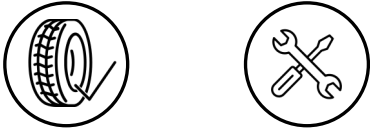
Recycled & renewable materials 81%	Material savings 24,768 kg	CO ₂ savings 56,448 kg
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Return on investment time
1 Years4 Months

Holistic Approach in Commercial Consumer Business

From Tire Manufacturer to Solution Provider

Coming from tires



Tires + Single services



Moving to selling value



Bundling single services



Embracing digitalization

ContiPressureCheck™
ContiConnect™

Intelligent tire



Heading towards



Integrated solution provider



Conti360° Solutions

Holistic Offer for Changing Needs of our Customers



Conti360° Solutions

Our Partner Network

**Over 6,500
Service Partners**



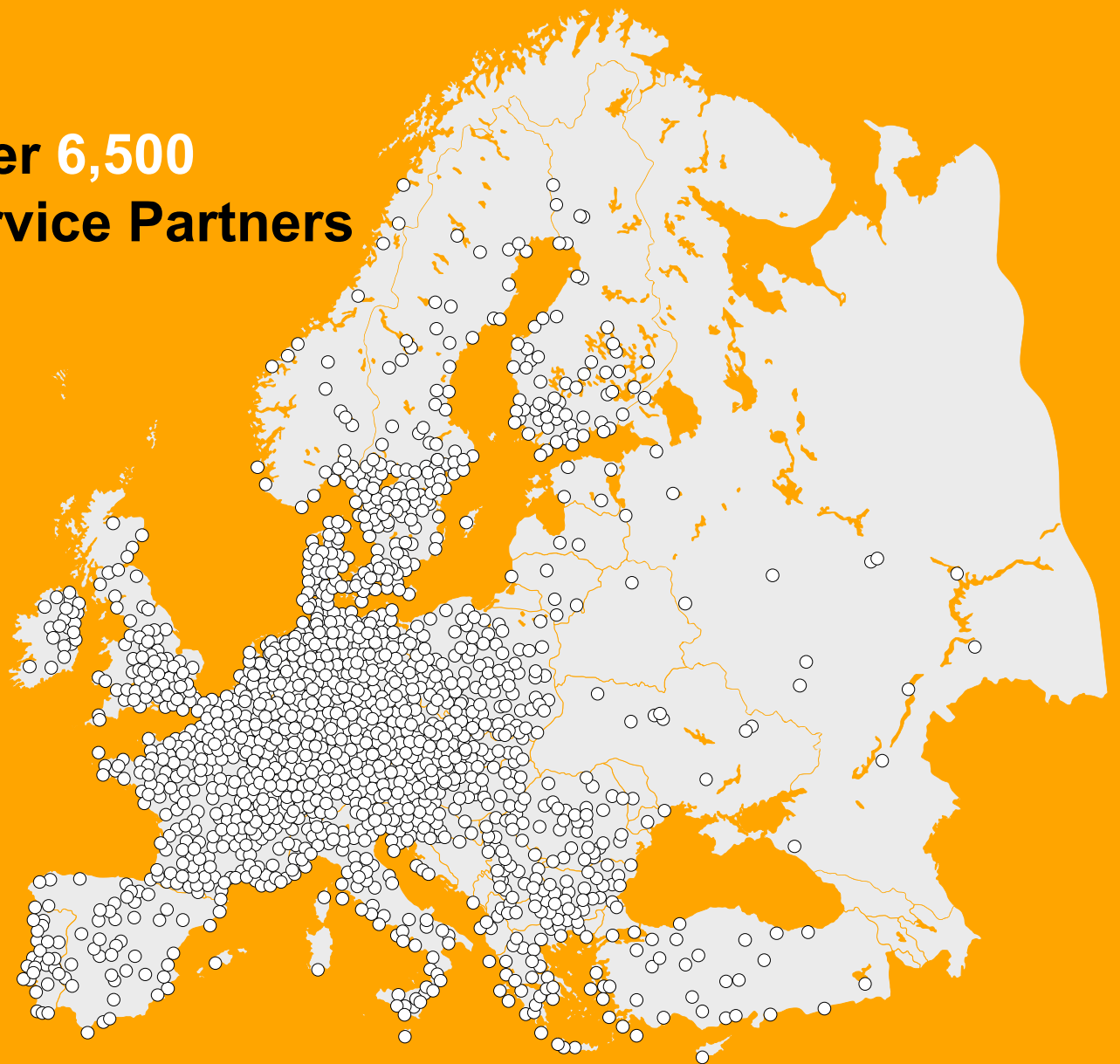
**In case of breakdown: short distance
to next partner > minimum downtime**



**300 call-centre employees > individual
service & advice**



**Europe-wide coverage and 24/7 availability
> get help anywhere anytime**



Digital Solutions

Data as the Engine of Tire Management



Efficiency



Environment



Safety and Compliance



Convenience

ContiConnect The tailored tire management solution

Transforming tire management to optimize fleet performance

On display.
In vehicle.



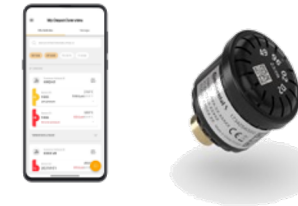
Robust.
For regularly
returning.



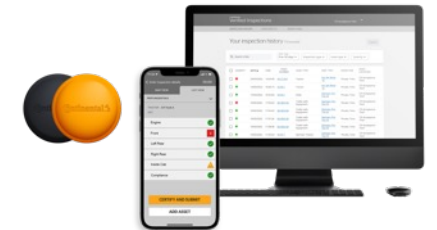
Anytime. Anywhere.
The live solution



Speeding up.
Scaling up.
Quick onboarding via
Valve Cap Sensor



Smart inspect and
predict. Better planning
by better insights



ContiLifeCycle Concept

New tires, multiple lives.



Cost savings



Eco-friendly



Peace of mind

Benefits of Retreading

More than just good for our environment

The share of recycled and renewable material is

UP TO

85%



¹



55 kg
OF WASTE
can be saved

²

UP TO APPROXIMATELY

50% **OF CARBON EMISSIONS**



³

Can be avoided when producing a Retreaded tire instead of a new one.

UP TO



35% **TIRE COST**

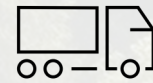
⁴

REDUCTION

With Continental's retreading solutions.

UP TO

99%



⁵

More tire mileage
With retreading



18.1 MILLION
TRUCK TIRES

⁶

Have been sold in the Replacement market in the EU.
20% of them where retreaded

¹ Source: internal tests 2023. Recycled and renewable proportion of the 3.25 m ContiTread HTR2 S 295 with a 385/65 R22.5 casing.

² Source: internal tests 2023. Saved material during production of the 3.25 m ContiTread HTR2 S 295 with a 385/65 R22.5 casing compared to a new tyre.

³ Source: internal estimates (cradle-to-gate). Reference: 3.25 m ContiTread HTR2 S 295 with a 385/65 R22.5 casing compared to a new tyre.

⁴ Source: ContiCasingAccount. Comparison of the 2023 price of the ContiRe Hybrid HT3+ 385/65 R22.5 with that of a new tyre.

⁵ Source: internal laboratory tests 2022. Lifespan of a ContiRe Hybrid HT3+ 385/65 R 22.5 compared to a new tyre.

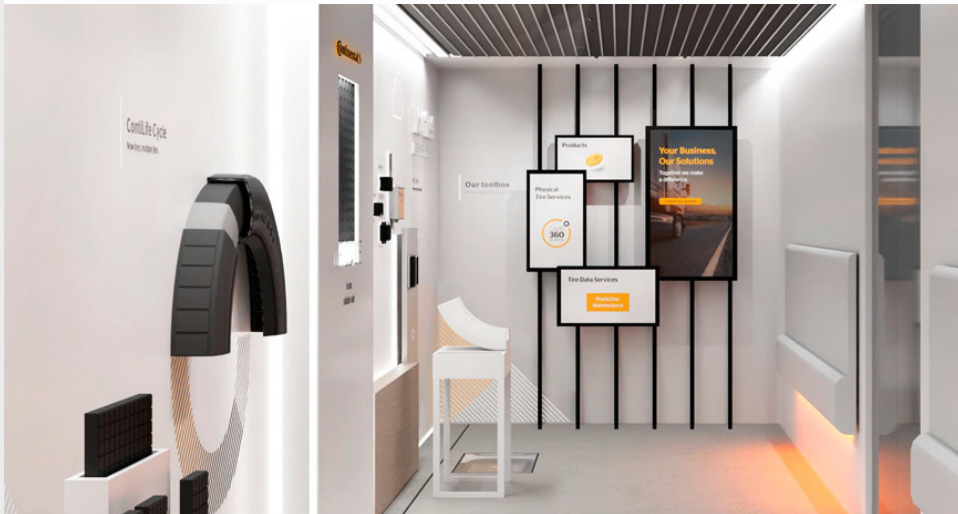
⁶ Source: etrma.org 2023 and own estimates. Includes hot and cold retreading

European Roadshow

Roadshow from May 2023 to April 2025

Trailer interior with LODC exhibition on:

- › Generation 5 truck tires
- › ContiLifeCycle
- › Van tires
- › Digital Solutions
- › Vehicle for LODC-Training of sales force



The image features two Continental tires standing upright on a paved surface. The tire on the left is a Conti Eco HS 5, and the one on the right is a Conti Eco HD 5. Both tires are mounted on silver, multi-hole rims. The tires are positioned in front of a dark-colored building with two large, dark doorways labeled '6' and '7'. The scene is set during sunset, with the sun low on the horizon to the right, creating a bright lens flare and casting long shadows. The sky is a mix of blue and orange.

It all begins with
Premium Tires.

Continental 
The Future in Motion



Thank You!