

All Current Tires from Continental Are Suitable for Electric Vehicles

- All current tires from Continental already meet the requirements of electric vehicles: a new logo highlights Continental's comprehensive EV product strategy
- Continental supplies nine of the world's ten most successful electric vehicle manufacturers
- Enno Straten, Head of Strategy, Analytics & Marketing – EMEA: “We are convinced that there is no one tire for all electric vehicles. This is why we have optimized our entire tire portfolio for this drive type.”

Mississauga, Ontario, March 28, 2023. All new passenger tire lines from the Continental brand launching in the Canadian market will bear a new marking on their sidewall: the EV-Compatible logo. This marking underscores the premium tire manufacturer's product strategy for electric vehicles. After all, every single tire in Continental's current product range already meets the exact requirements of electric vehicles and hybrids. They also reduce the consumption of vehicles with conventional drive types.

“We are convinced that there is no one tire for all electric vehicles. This is why we have also optimized our entire tire portfolio for this drive type. With our new EV-Compatible logo, we are making that visible,” says Enno Straten, Head of Strategy, Analytics and Marketing for Continental Tires EMEA. “Our customers can count on the fact that tires from Continental are always the right choice – and, of course, that applies to electric vehicles too.”

Long before electric vehicles became mainstream, Continental began work on optimizing its tires with the specific aim of achieving greater efficiency and less consumption. This optimization entails focusing on less rolling resistance, low rolling noise and high service life – without limiting or compromising safety. Regardless of their drive type, all vehicles benefit from these technological advances. However, they are particularly noticeable for drivers of electric vehicles. Because improving a tire by just one rolling resistance class, according to the tire label, already increases the range of the electric vehicle by around three to four percent.

The current tire strategy for electric vehicles also offers tire dealers major advantages since Continental is not making the product portfolio any more complex, making storage easier and simplifying the processes involved in the selection, ordering, stocking up and logistics. As a result, valuable resources can be saved from production right through to when the tire is fitted.

In addition to the sidewall of its tires, Continental will be using the EV-Compatible logo in all order systems and marketing materials – both online and offline.

Nine of the ten most successful electric car manufacturers rely on Continental.

Continental's product strategy is proving successful: In 2022, nine of the ten most successful manufacturers of electric vehicles relied on the premium tire manufacturer's technological expertise for their original equipment – including Tesla, Porsche and Mercedes-Benz. In the EMEA (Europe, Middle East and Africa) and Americas (North, South and Central America) regions, the five most successful manufacturers are all original equipment customers. In the APAC (Asia-Pacific) region, four of the five most successful manufacturers of electric vehicles place their trust in tires from Continental. But Asian manufacturers like KIA and BYD and other American vehicle manufacturers such as Ford also rely on tires from Continental for the original equipment of their electric vehicles.

The company's portfolio now includes summer, winter and all-season tires for almost every electric vehicle model that does not already come factory-fitted with tires from Continental. Continental also offers special tire technology with strengths particularly evident in electric vehicles – including high load indices and ContiSilent, a product for significantly reduced rolling noise inside the passenger compartment.

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

The **Tires group sector** has 24 production and development locations worldwide. Continental is one of the leading tire manufacturers with 57,000 employees and posted sales of €14 billion in 2022 in this group sector. Continental ranks among the technology leaders in tire production and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost effective and ecologically efficient mobility. The portfolio of the tire business includes services for the tire trade and fleet applications, as well as digital management systems for tires.

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