



CONTINENTAL

Product optimization because of field tests together with customers

Continental offers a comprehensive portfolio of components and systems for off-highway applications. The solutions of the international technology group are meant to make construction, agricultural and transport machines and vehicles safer, cleaner and more efficient and comfortable.



Continental reorganized its EM tyre segment concerning contents and personnel.

In the framework of Continental's growth strategy, the tyre manufacturer reorganized its EM tyre program concerning contents and personnel. As a full-range provider, the tyre manufacturer from Hannover intends offering a powerful and high-quality tyre program to his customers. The technology company, which was founded in 1871, offers safe, efficient and intelligent solutions for vehicles, machines, traffic and transport. The products include solutions concerning information management, rubber and plastic components as well as technologies for after-treatment of exhaust gases. In 2016, Continental achieved a turnover of 40.5 billion euros and employs more than 230,000 people in 56 countries at the moment.

Field tests

A brownish-grey crater makes deep inroads into the otherwise green landscape. A glance into the depth of the gigantic chasm reveals sharp edges and steep abysses. There are rocks miles away deep down at the foot. Dust is rising. There is a light smell of nitroglycerine in the air, which remotely reminds of the nights of New Year's Eve. Be it sand pits, underground mining or even quarries - the areas where the Continental Field Intelligence Team tests tyres in real operation have become more diverse, extreme and rugged in the past years. The goal of their operations: monitoring both the

performance of tyres and the whole vehicle together with the customers. Both parties will benefit from this procedure: "Our customers will get a detailed analysis including recommendations, which will help them to optimize their own business", says Matthias Engelhardt, Field Engineer EMEA. "Field tests together with vehicle and machine manufacturers, operators of sand or gravel pits and quarries are important in order to further improve our tyres."

Thus, the engineers travel around the world to the different customers. Beforehand, they had taken the decision together with the department of research and development and the employees of the local field service concerning the selection of customers for the tests. Mostly, they focus on covering various application areas of Continental tyres.

Before doing the tests, the conditions of use and customer requirements are carefully analysed. Then, data like tyre pressure, temperature, tyre tread, and resistance against injuries and damages are measured. Moreover, the personal impression of the operator or driver is taken into account too - a feedback which is considered to be extremely important for the tyre manufacturer.

This year, Continental also employed field engineers for the areas EMEA and Americas in order to strengthen a constant focus on customers. They are, among

other tasks, in charge of supporting the Field Intelligence Team. Matthias Engelhardt, Field Engineer EMEA, is responsible for the earth-moving area and has recourse to many years of experiences in this rather specific segment. Supported by these experts, a tyre manufacturer like Continental is able to offer its customers comprehensive expertise and intelligent solutions for the most diverse habits of use.

Range of tyres

The tyre manufacturer offers different tyre lines within the ContiEarth portfolio in the EM segment. The tyre line EM-Master was particularly developed for articulated dump trucks (ADT) and wheel loaders. Thus, huge amounts of bulk materials and aggregates can safely be transported. The tyres work on hard underground consisting of stony or rocky grounds. They have to offer high durability, good traction, high resistance against cutting damages from stones as well as low heat generation. Continental has the E4/L4 tyre version on offer for this use.

Continental developed the RDT-Master for rigid-frame dump trucks (RDT), which have to transport heavy loads over long distances in rough terrain. Under these difficult conditions the tyres have to dispose of high stability and good traction, even at higher speed.

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In the meantime, the company has a storing area of 40,000 square metres at its disposal in Hardenberg.

HEUVER TYRE WHOLESAL COMPANY

Technical competence and high availability

Since 1966, the Dutch company Heuver Banden has been a reliable supplier of specialized tyre trade. Since its foundation, the company has developed into a reliable supplier in different segments of commercial vehicle and OTR tyres as well as industrial and agricultural tyres.



Bertus Heuver, the company owner, and his team continuously work on the expansion of the company.

The extensive tyre portfolio is subdivided into different special departments. Furthermore, so-called country teams take care of European customers. Contact partners with native-speaker competence in the office and in the field service support and consult trading partners in an individual way. Bertus Heuver, the company owner, regards his company as biggest European supplier in

the EM segment, especially because of the big brand variety and the good availability in this special segment. Apart from exclusive brands like Aeolus and Barkley, the company offers all the relevant required brands, among others Michelin, Bridgestone, Goodyear Dunlop, or Continental.

Heuver exclusively sells the brand Aeolus in eight European countries in the replacement market. Nonetheless, the company will also focus more on the original equipment business. The brand Barkley was introduced in addition to the Aeolus program. All in all, the tyre portfolio is constantly extended by attractive brands and dimensions.

Heuver will increase its commitment concerning "Green Performance". This means among other things environmentally friendly recyclability of tyres, which starts already when selecting suppliers. Furthermore, Heuver offers an important addition in the area of Aeolus carcass management. After many years of cooperation with the

company KARGRO, Heuver cooperates as well with the renowned retreading company RIGDON made in Germany. By using the quality label "Made in Germany", Heuver offers professional recyclability of high-quality Aeolus carcasses based on both hot and cold retreading processes.

Moreover, the responsible people focus on strategic cooperation with market-leading organizations of specialized tyre trade. Heuver offers its customers a sales-supported cooperation together with field service for commercial end-consumers. The company-owned logistics department is responsible for the high level of availability. After extending the storing capacity of the central warehouse at the location in Hardenberg, 40,000 square metres are at the company's disposal now. Additional warehouses in Bayreuth and Lyon guarantee fast delivery.

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The extended central warehouse guarantees the high level of availability of the Dutch wholesale company.



GITI TIRE ONLINE-SHOP

Buying Giti tyres in online shop now

In the framework of a media week at the location in Hanover in December 2016, Giti reported about a planned online shop where Giti tyres were directly to be ordered by end-customers. Finally, the shop started in spring 2017 and was directly linked with the website giti.de.

Interested customers are able to order suitable Giti tyres in the shop. After filling in information on the vehicle (passenger car or SUV), summer or winter tyres, and special topics (sport, safety, environment) two order variations are available: The customers can either add the required tyre dimension

and then get the appropriate tyre size, or the search is carried out by uploading pictures. The customers have to upload pictures of their front and back tyres, and there is a guarantee of getting a suitable offer within 24 hours after filling in the contact data. **(aki)**

Enquired about

Online shop customers could think that online orders circumvent the tyre trade ...

Exactly the opposite is the case. All the customers ordering via the own online shop are one after the other transferred to our distribution partners. Moreover, a search engine for dealers will be included in the months to come. Thus, our online shop does not circumvent tyre dealers, but exactly the opposite is the case: We transfer customers, because buying tyres without any service will no longer be a business model. We certainly consider ourselves as partner of the tyre trade.

What advantages will an online tyre order offer?

It is simple, direct, available for 24 hours and fast. We ask the customers what they require – that means we ask about the needs and as a consequence we directly offer them an appropriate product. Furthermore, we explain the advantages of this product to the online customers, so that they can be sure to take the right purchasing decision.

The recommended retail price (RRP) is a further advantage, as it is used in all our marketing activities from our online shop to our customers' point of sale in the form of POS materials. Thus, we are able to achieve a link between our online and offline business. Interestingly, we have received several inquiries from car drivers, after price studies concerning price ranges were published e.g. via check24.de, as they want to know how sure they can be to really pay the 'right' price. And here we have got the answer: Have a look at our online shop. Orders are often placed

with our online shop after getting our answer, which we then transfer to our customers, as already mentioned. Thus, the customers learn very fast where they can buy a brand product at a stable price via all channels without constantly asking themselves whether there may be any discount somewhere else. Giti Tires stands for a clear price positioning, but also for price stability! Several price-comparing portals have already demonstrated this very clearly.

Even if customers have to fill in the required tyre dimension, how do you deal with incorrect orders or other complaints?

We defined a complaint process for such cases. Nonetheless, we have not experienced any complaint so far.

Do you only deliver tyres or also complete wheels?

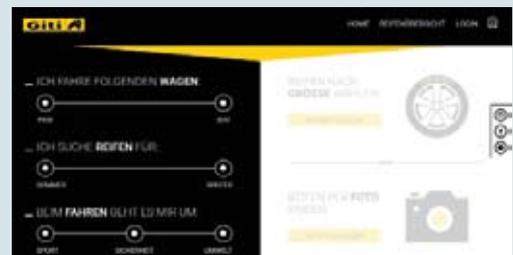
At the moment, we only deliver tyres.

Where do you deliver the tyres after the purchase and who mounts them? Does the customer get any information on this after ordering?

The online customer can give us the desired delivery address. And yes, the customer receives a corresponding confirmation with all the necessary details after ordering.

How does the picture uploading function work? Who is responsible for 'processing' all the picture inquiries?

The picture uploading works according



The customers can choose what is important for them in the Giti online shop. Afterwards, they can find tyres according to the tyre dimension or by using a picture-uploading function.

to the mobile-first approach. That means that the car drivers can get into contact with the online shop via their smartphones and then only have to take a picture of their current tyres. These pictures are automatically sent to our employees in the customer service, who are able to get the necessary information based on these pictures. Finally, they inform the customers about the right tyre dimension. Thus, there is no boost, but a real customer service of flesh and blood.

Customers ordering tyres via the online shop have to know beforehand that they want to buy a tyre of the brand Giti. How do you generate this end-consumer's interest (also in the shop)?

In 2017, we started with the new brand Giti in the passenger car segment. As a consequence, we do not have any long brand history supporting brand awareness. Nevertheless, the activities in digital marketing have already shown effects. Moreover, Giti strictly follows its marketing strategy, which aims at building up the brand in the next years.

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Top-level award for industry & trade

Der Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV) zeichnet seit vielen Jahren Spitzenleistungen der deutschen Reifenbranche aus. Der Kreativpreis 2018 wird in zwei Rubriken vergeben.



For many years, the Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV - German Tyre Retailer and Vulcanization Trade Association) has honoured top performance of the German tyre industry. For the first time, the top-level Kreativpreis 2018 will be awarded in two sections.

The Kreativpreis 2018 will award solutions and products with high innovative power and creativity. The award is supposed to give innovative impulses to the industry and to show examples of best practice. The award ceremony will be carried out in cooperation with the specialized journal *AutoRäderReifen-Gummibereifung*.

For the first time, the invitation to tender 2018 will refer to two sections, separated into the Kreativpreis Industrie and the Kreativpreis Handel. This separation will take into account that resources concerning innovative power and application capacities are totally different concerning trade and industry. Thus, also smaller, highly innovative companies will get an additional incentive for application.

Three categories

The award for the Kreativpreis 2018 in the section industry as well as in the section trade will take place in the following three categories. The "Innovation of the Year" will award a creative concept with a high level of innovation like e.g. the successful launch of a new type of product or service. The "Best Green Idea" considers creative concepts that set an example in the areas of economy, ecology or social issues and refer to long-term sustainability. The third category is called "Best Future Idea" and will award the development of a product or a service that will enable focusing on future business areas or will be able to generate new impulses for demand.

Kreativpreis Handel

The international tyre manufacturer Hankook is the ideal supporter and exclusive sponsoring partner of the Kreativpreis Handel, which will award outstanding creative performance setting an example in the specialized tyre trade and workshop industry. It will be directed at specialized tyre trade, tyre wholesale, concept providers (franchising systems and cooperation headquarters) and service partners like suppliers of the tyre trade.

Kreativpreis Industrie

This year, the international tyre and workshop industry is going to meet at "The Tire Cologne" in Cologne for the first time. Concerning this premiere, the Koelnmesse is setting clear signs and is participating as sponsoring partner of the Kreativpreis Industrie. Furthermore, the tendering companies will additionally benefit from a boost of reputation resulting from the fact that the innovations will be included in the visitor advertising of "The Tire Cologne" and will be mentioned on the website of "The Tire Cologne". The award, which focuses on exhibitors of "The Tire Cologne", will honour intelligent ideas and future trends of the industry. Tyre manufacturers, wheel manufacturers, workshop fitters, and retreading and recycling companies are supposed to feel addressed.

Invitation to tender

There are several reasons to take part in the invitation to tender of the Kreativpreis 2018. Nowadays, economic success highly depends on the creativity pool and innovative power of a company in competitive markets more than ever before. Companies will only be able to differentiate themselves from their competition because of creative and original ideas in product development and service of-

fers. Creativity needs freedom and impulses.

Get inspired by the competition from participating companies and submissions. Make use of the contest's platform for possible cooperations. The award can be used for your own advertising purposes and will be mentioned in the framework of specialized press services. The specialized journal *"AutoRäderReifen-Gummibereifung"* will present the final award winners in detail. And not least, the Kreativpreis 2018 will be endowed with prize money of a total of 12,000 euros.

A jury full of industry experts will judge the submissions according to transparent criteria.

Participation

Flyers containing information and invitations as well as submission forms and detailed invitations to tender will be available in German and English via the website of the BRV (www.bundesverband-reifenhandel.de) and via the website of the international tyre trade fair (www.thetire-cologne.de). Furthermore, the documents will be added as supplements to the specialized journal *"AutoRäderReifen-Gummibereifung"*, and the BRV's member magazine *"Trends & Facts"*.

Fill in the submission form in a thorough way and send it together with all the concept documents to Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV), Franz-Lohe-Str. 19, 53139 Bonn, Germany. By submitting your application, you will consent to the conditions for participation of this competition.

The application period started as of 1st February and will end on 30th April 2018.

The award winners will publicly be announced in the framework of the opening ceremony of "The Tire Cologne" on the premises of Koelnmesse on 28th May 2018.

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