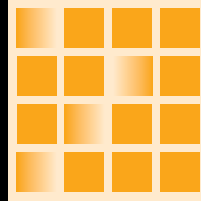


**THE
BASICS**

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THEBASICS



We make individual mobility safer, more comfortable and more sustainable

Thanks to our core competencies, products and services, we, together with our customers, improve the safety, comfort, and fun of driving. With our products, technologies and processes we significantly contribute to sustainable individual mobility.

Performance is our passion

Delivering trend-setting innovations, high performance products, quality without compromise and outstanding services to our customers is what motivates us in all our business areas. Combining technological, ecological, economic and personal aspects of performance makes the difference at Continental.

Creating value is our driving force

With our products and services we create value for our customers, business partners and shareholders as well as for our employees and society in general. Profitable growth and consistent cost management in all business areas are the basis for our success.



Overall Focus

**Value
Creation**



Value creation is a central management task. In the interest of the entire corporation and our stakeholders we will pursue every opportunity to create value.

Value creation enables us to reward all of our stakeholders and to fulfill our social responsibilities.

We are committed to maintaining sustainable financial success on the basis of profitable growth.

We will justify our shareholders' trust by achieving a high return on invested capital. A high rating of Continental reduces capital costs and offers greater scope and flexibility in making investments.

We intend to ensure that Continental's shares are highly prized and much in demand in international capital markets.

We will invest funds to secure the future of the corporation.

We will suitably reward the performance of our employees.

To fully extend the value of our resources, we will maximize our relationships with external partners.

Our commitment to creating value is embraced throughout Continental, at every level. All employees are encouraged to understand how much added value they create in their day-to-day actions. In this way we expect all employees to think and act as entrepreneurs.

We will concentrate on our strengths. Above all, we will invest in those businesses that promise the greatest value growth.



Focus



Stakeholders



Our obligation to all involved

Getting things done alone is history.

We understand and respect the interests of our stakeholders. Our stakeholders are our customers and shareholders, our employees, the community, our partners, and our suppliers.

We work closely with stakeholders across a broad front, delivering customer benefits, creating shareholder value, and building a working environment that inspires excellence.

Integrity and respect are at the heart of all our actions. We are always honest and fair with our stakeholders. We keep our promises.

Customer and market orientation

We aim to delight our customers.

We are committed to supplying our customers – original equipment customers and replacement business customers alike – with the best products, the best services, and the best quality.

We work relentlessly to provide new and innovative solutions. We are developing tomorrow's products today, ensuring their success through quality, performance and effective marketing.

Shareholder value

Our goal is creating value.

We constantly strive to achieve financial success with attractive capital yields and share prices. We will justify the trust of our shareholders.

We invest only in businesses and markets that consolidate our leadership position, sustain our growth, and deliver good returns.

We are proactive in our information policy toward shareholders, reporting regularly and frankly on our corporate policy and business results.

With and for our employees
Our employees make Continental strong.

We expect dedication and outstanding performance from our employees. We reward excellence and create working conditions to enhance and foster quality performance. We promote training, flexibility, loyalty, and superior results. We are committed as well to providing a safe and healthy workplace.

Everyone at Continental enjoys equal opportunity, regardless of age, gender, race, religion, nationality or sexual orientation. We are committed to diversity in our workforce and supplier base.

Social responsibility
We stand by our social responsibility.

We respect the laws and culture of every country in which we operate. We maintain a code of conduct with ethical and legal guidelines that confirms our commitment to honesty and integrity.

We conduct an open and healthy dialogue with all groups in society.

We are good corporate neighbors, respecting the interests of those who live and work near our facilities. Most of all, we provide secure jobs, made possible through our continuing profitable performance.

The environment and sustainability

We are committed to environmental protection.

We conduct all our activities in an environmentally conscious and sustainable manner.

We are continually aligning the production, quality, and performance of our products with environmental soundness. Each and every employee is obliged to protect the environment. We avoid harmful emissions and waste, and limit potential dangers to the natural world.

Partnerships

We believe in partnerships.

We are open to flexible forms of cooperation with other companies to further develop our technology leadership and market opportunities.

Our corporate partners rank among the best in their industries. They supplement our core competencies in building relationships based on mutual fairness and trust.

Suppliers

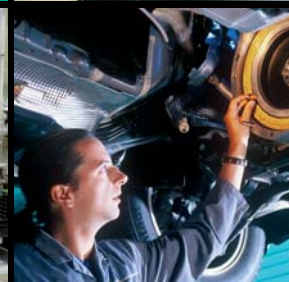
We appreciate the contributions of our suppliers.

We cooperate with our suppliers in close, trustworthy and long-term relationships that result in “win-win” situations for both parties.



Focus

Products and Services



Superior technology and services

We will be the best.

It is our fundamental principle to create leading products in terms of their technology and quality. We deliver outstanding services and excellent products.

Technology leadership and innovation

Technology is our passion.

We are a driving force behind technological progress. We are swift in developing new technologies. We speed up the production process and reduce time to market.

We concentrate on technically challenging products. Our goal is to be the best in our industry – being innovative, dynamic, and focused on excellence.

We continually invest in research and development to attain technology leadership in all our businesses and to maintain our technology edge for the long term.

Quality without compromise

We set market standards.

Customers recognize our products and services as market leaders. We work closely with our customers to continuously improve the quality of products, processes and services.

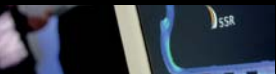
Every employee is responsible for maintaining our quality standards. All quality criteria apply – without exception – to internal products and services.



Focus



Corporate Spirit



A culture of high performance
Our culture rewards excellence.

Our emphasis on high performance inspires the actions of every individual as well as the teams and divisions throughout Continental worldwide.

Striving for the best
Only the best is good enough.

Continental has ambitious objectives. For this reason, each of us strives for the best in our respective business practices. We are responsible for accepting nothing but the best.

Cooperation and teamwork
We cooperate with each other.

The spirit of cooperation drives all teams, levels and divisions within the corporation. It inspires good relations between management, employees and their representatives.

We consistently make use of the opportunities offered by our global network to forge closer personal ties, both internally and externally. Our performance depends on mutual cooperation. All employees recognize the broad, cross-cultural teamwork required by our global business.

To build the spirit of cooperation we break down bureaucracy and hierarchies. We promote a culture that encourages delegation and rewards entrepreneurship. We communicate openly and actively. We regard information as something belonging to everyone.

Responsibility and management

Everybody must be accountable for his or her actions.

Employees at Continental take full responsibility for their actions and performance at all times. We expect all employees to welcome constructive criticism, honor suggestions from other stakeholders, and achieve performance improvement with their own ideas.

Every employee is aware that he or she represents the reputation of Continental in the eyes of the stakeholders as well as the public.

We expect managers – in all areas and at all levels – to foster a cooperative management style that encourages delegation and accountability.

Leaders embrace a role model function and are judged according to our exacting management standards.

Learning and knowledge management

Competitive advantage is based on knowledge advantage.

Continental is a learning corporation. We make knowledge accessible throughout the corporation, enabling managers and employees alike to adapt quickly to changing environments, and to anticipate and shape markets.

Every employee is encouraged to pursue continuous life-long learning. We develop programs to facilitate the exchange of knowledge and expertise internally, and with our partners outside the corporation.

Involve yourself!

THEBASICS



BASICS Award

Annually rewards outstanding initiatives fostering our BASICS culture.

THEBASICS



BASICS live

World wide employee survey enhancing our BASICS culture and advancing improvement.

Continental Aktiengesellschaft

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