

Welcome to the first lesson about our most impressive tires, the Continental EM tires. EM stands for Earth Movement. This lesson answers the questions below:

- What types of vehicles are fitted with EM tires?
- What are the most important distribution channels?

This information forms the basis for your understanding of EM tires.

You will now learn about the typical types of **plant** and **machinery** that are equipped with Continental EM tires. The following is a list of the vehicles which are mainly equipped with EM tires.

- **Graders**
- **Wheel loaders**
- **Swivel-joint dumpers**
- **Rigid-axle dumpers**
- **Dozers**
- **Scrapers**
- **Compactors**
- **Mobile excavators**
- **Excavator loaders**
- **Mobile cranes**



*fig. compactor*

As with all other Continental tires, EM tires are also distributed via two important channels:

- the original equipment market
- the replacement market

They are set up as follows.

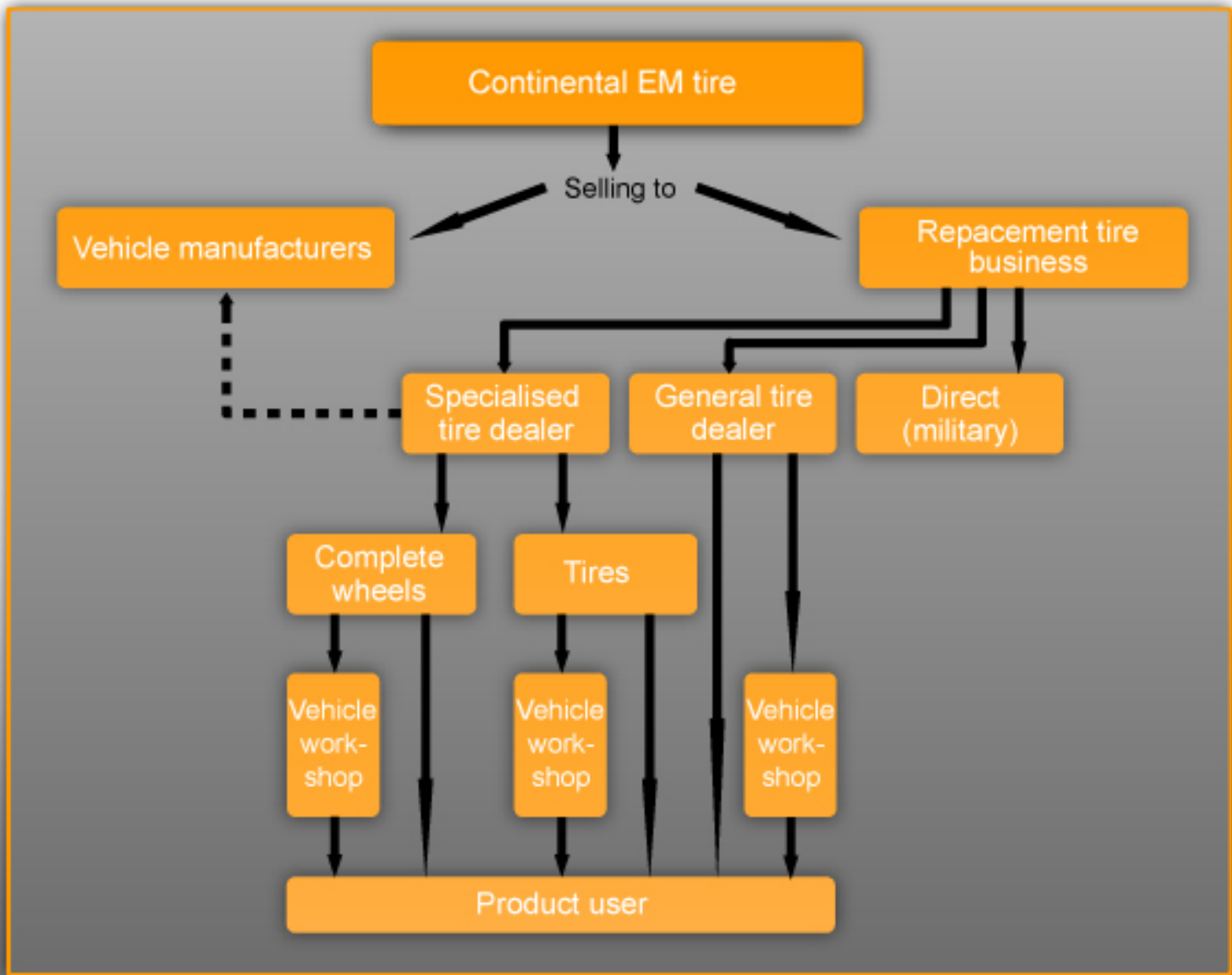


fig. distribution channels EM tires

The **replacement market** for them is also of great significance.

## What are the most important distribution channels for EM tires?

OE business

by land

replacement business

by air

by sea

- **Graders, wheel loaders, swivel-joint dumpers, rigid-axle dumpers, dozers, scrapers, compactors, mobile excavators, excavator loaders and mobile crane are examples of vehicles which are characteristically equipped with EM tires.**
- **There are two key distribution channels, the original equipment market and the replacement market.**
- **The replacement market for them is also of great significance.**