



Think WholeLifeCost



Introducing WholeLifeCost

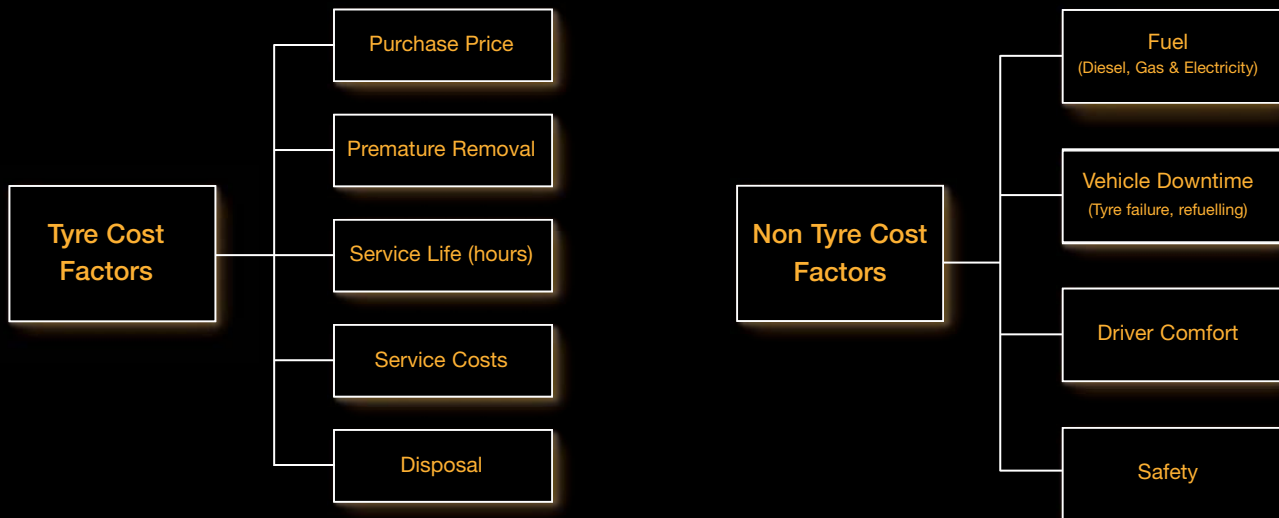
In the current economic climate, fork truck fleet operators will be thinking about how they can make savings on their replacement tyre bills.

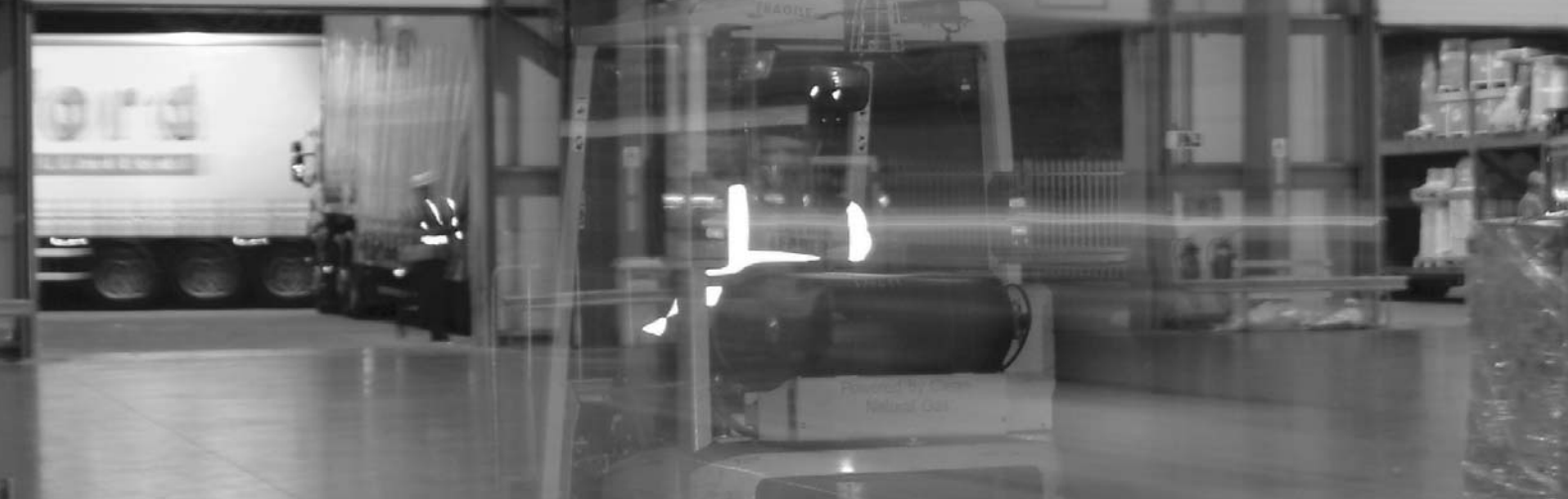
Continental's WholeLifeCost programme is a unique response to these challenges; focused on reducing operating costs & maximising the return on your investment.



Do you know how much your tyres really cost your business every year?

Looking into the overall costs you may find this is not an easy question to answer, as we are not just talking about the pure tyre price per year. It is important to consider the everyday running costs, the impact tyres have on fuel consumption, vehicle downtime, premature removal, disposal, service costs – and they all add up.





What do you expect from a tyre?

Long life, consistent wear, safety and most importantly value for money, right?

That's why a tyre should never be selected or rejected purely on the basis of its purchase price. There are good reasons why premium tyres have a higher purchase price than others and this is why it is important to focus on WholeLifeCost to reduce your overall operating bill.

What are the advantages from a Continental premium tyre?

The performance of a tyre is the key to its success. You need to be able to rely on your tyres, constantly. Continental's R&D team spend millions on researching and developing the tyres we offer to our customers, making sure the tyres are consistent in quality, with the highest performance standard possible.

There is nothing worse than a busy warehouse full of trucks standing still. Punctures, tyre failure and the need for premature removal resulting in a new fitment, are cost intensive and time consuming.

Premium tyres and their long service life can solve all these issues and save you money. With Continental tyres you can be confident that you'll get the highest service life & minimised downtime. This will reduce your pence per hour significantly. Depending on your application Continental tyres can provide you up to three times more hours than cheaper alternatives.

PREMIUM TYRES MINIMISE YOUR MAINTENANCE



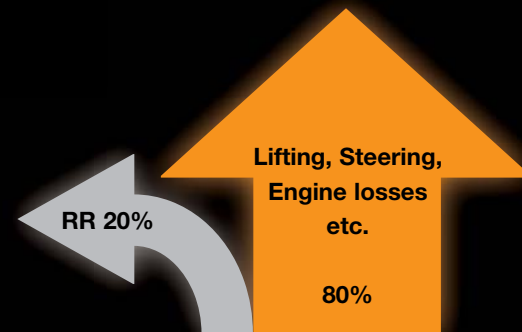
Decreasing your operating costs even further

Choosing Continental tyres can decrease your WholeLifeCosts even more, particularly when you consider the non tyre cost factors, including fuel savings, downtime savings plus safety & comfort for your drivers.

To be able to keep your fuel consumption to a minimum, your tyres need to have a low rolling resistance.

Rolling resistance is the force needed to keep a wheel rolling. It is mainly influenced by the dynamic properties of the rubber, but also by the construction, geometry, load and tyre temperature. Most important is the damping of the rubber, low damping means less internal losses therefore less rolling resistance and less heat generation to avoid overheating tyres. Around 20% of your truck's energy consumption is needed just to overcome the tyres rolling resistance. Using low rolling resistance tyres can provide you with fuel savings of up to 6% and also help to reduce your carbon footprint.

The CSEasy, Continental's latest product innovation, is a good example for this. An independent test* established that the CSEasy can even be up to 12.8% more economical than its competitor solid tyres, because of the low wear rates, up to 40% more mileage and the minimal vehicle downtime during tyre changes, as a fitting press is no longer required.



Energy consumption of a truck

*DEKRA independent test



WholeLifeCost Benefits

- Reduced operational cost
- Improved site efficiency & minimised downtime
- Awareness of your tyre performance vs spend
- Budget control

Your Benefits in Numbers

Let's take as an example a fleet of 10 fork lift trucks running 180/70-8 solid tyres and compare the CSEasy SC20 to a cheaper alternative that we'll call 'competitor A'. In this case, competitor A's purchase price is 40% cheaper than the Continental tyre.

If you use

Continental's CSEasy SC20

You save up to

12%

Compared to

Competitor A

This can equate annually to savings over

£3,000

Energy cost calculations based on:

1. Load **2500kg**, distance **30** metres, Electricity costs **0.17** £/Kwh and lifting height **2** Metres
2. Applications **32** times per hour and with a fleet of **10** forklifts.

Replacement cost calculations based on:

1. Each of your forklifts have **4** CSEasy SC20 tyres and you change tyres **1** time per year
2. You calculate your fitting and recycling costs with 8 inch tyres of **£2.67** per inch.



Can you afford to ignore WholeLifeCost?

Think what you could invest the saving in every year.

Please contact one of our sales managers if you want to discover how Continental's WholeLifeCost programme can help you reduce your vehicle running costs.

24/7/365

Demand more from your tyres.

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NOTE: Every endeavour has been made to ensure that the information and details contained in this brochure were accurate at the time of going to press in May 2009. However the company reserves the right, whilst preserving the essential details described, to introduce at any time modifications, changes of details or product updates. Every effort will be made to bring this brochure up to date, but in order to avoid any misunderstandings please consult Continental Tyre Group.