

- 1 -

## **Continental Truck Tires Go Mobile with Smartphone App**

- **Dealer locator application for iPhone or iPad lets users find nearest Continental service provider**
- **Customers can dial Continental's emergency road service hotline with one button**

**Fort Mill, South Carolina, February 25, 2011.** Whether in their city or over the road, commercial truck operators anywhere in the United States and Canada can now get instant access to emergency road and tire service from Continental, using their Apple iPhone or Wi-Fi enabled iPad.

This week, Continental Tire the Americas, LLC ("Continental") introduced its first mobile truck tire dealer locator application. The "Continental Truck Tires Dealer Locator" can be downloaded from the iTunes App Store starting today, and makes it easy for drivers of commercial vehicles to find the nearest authorized service provider when they need tire or emergency road service.

"Using your iPhone, the Conti Truck Tires Dealer Locator lets you find and call the dealers closest to your phone's current GPS location, or based on a location that you specify. National account customers and ContiFleet members can also dial our TrukFix hotline for service, with just a touch on their screen," said Clif Armstrong, director of marketing for commercial vehicle tires – the Americas.

Recognizing that today's business environment depends on real-time access to information, Continental developed this smartphone application to ensure that customers can get quick access to service providers and locations when they need it most, Armstrong said.

The application can be found on the iTunes App Store by searching for "Continental Truck Tires Dealer Locator." Continental has also published a QR code to instantly download the application from its Web site at [www.continental-truck.com](http://www.continental-truck.com).

##

.../2

With annual sales of more than €25.5 billion for 2010, Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also a competent partner in networked automobile communication. Continental currently employs approximately 149,000 in 46 countries.

For more information:

Jackie Pobiega

Media Specialist, Commercial Vehicle Tires

Continental Tire the Americas, LLC

1830 MacMillan Park Drive

Fort Mill, SC 29707

Phone: 704-583-8564

Fax: 704-583-8737

E-mail: [jackie.pobiega@conti-na.com](mailto:jackie.pobiega@conti-na.com)

**Continental Tire the Americas Media Site:** [www.ctamedia.com](http://www.ctamedia.com)

**Continental Truck Tires Web Site:** [www.continental-truck.com](http://www.continental-truck.com)