Press Release

**Continental partners Global NCAP ‘Stop the Crash’ campaign**

* Chassis & Safety and Tire Divisions join campaign to improve road safety through
standard fitment of state-of-the-art safety technologies especially in subcompact cars
* Global NCAP is the London, UK-based international umbrella body of the nine
NCAP consumer new-car safety testing bodies worldwide
* **Information campaign to highlight importance of ESC, Autonomous Emergency Braking
and Motorcycle ABS, as well as correct tire pressures and tread depth**
* **Official start of campaign to be marked by a launch event in Brazil in mid-November for
large numbers of world political leaders, media representatives and fleet managers**

Frankfurt am Main / Hannover, Germany, August 18, 2015. The Chassis & Safety and Tire Divisions of leading international automotive supplier and tire manufacturer Continental are partnering the Global NCAP ‘Stop the Crash’ information campaign, an initiative of Global NCAP, the London,
UK-based umbrella body of the worldwide NCAP consumer organizations for new-car safety testing. ANCAP, Asean NCAP, China NCAP, Euro NCAP, Japan NCAP, Korea NCAP, Latin NCAP and
US NCAP and the Insurance Institute for Highway Safety (IIHS), define the standards that vehicles must meet to be awarded top safety rating of five stars. In Europe, crash avoidance and mitigation systems such as adult and child occupant protection systems, pedestrian protection systems and assistance systems such as Electronic Stability Control (ESC), Autonomous Emergency Braking Systems (AEBS), and Adaptive Cruise Control (ACC) systems are a basic requirement for achieving this rating.

“We have been pursuing our long-term strategy ‘Vision Zero’ for many years. With innovations and by continuously refining and improving our components and systems, we are playing a leading part in the drive to improve road safety. We see ‘Vision Zero’ as comprising three successive stages: of paramount importance is the avoidance of any traffic fatalities, then reducing the number of injuries to zero. Are there no more accidents at all, we have fulfilled our ‘Vision Zero’,” says Frank Jourdan, Member of the Executive Board of Continental AG and President of the Chassis & Safety Division.

“Since seatbelts, ESC, tire pressure monitoring systems (TPMS) and AEBS for commercial vehicles became mandatory, the total number of road traffic fatalities, injuries and accidents has declined significantly. That said, the annual toll of more than 1.2 million people killed on the world’s

roads every year is still shockingly high and not acceptable. We must make a concerted effort to reduce these numbers.”

“We are delighted to be partnering with Continental in this new initiative to promote crash avoidance systems and tire safety. To achieve the United Nation’s target to cut by half road fatalities by 2020 we need to strongly promote the fitment of ESC, AEBS, and ABS in motorcycles especially in the rapidly motorizing countries of Asia and Latin America. Our campaign aims to raise awareness of these life-saving technologies. If we can accelerate their use so will we make faster progress towards a world increasingly free from road fatalities,” stated David Ward, General Secretary from Global NCAP.

Throughout the ‘Stop the Crash’ campaign, Global NCAP and its partners, including Continental, will
be holding driving demonstrations to raise awareness of the benefits of safety technologies that are already being volume-produced and to encourage their adoption in subcompact and compact models too. The regional focus will be on densely populated developing countries, where large numbers of vehicles are sold in these vehicle segments. In terms of vehicle technology the focus will be on ESC, AEBS, and Motorcycle ASB, while on the tire side the importance of adequate tire pressure and tread depth will be highlighted.

“Tires are the sole point of contact between the vehicle and the road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard. In a critical situation, it is
the tire that determines whether the vehicle can stop in time – or whether it stays safely on course through a corner. This is why we want to inform as many drivers as possible, all over the world, about the safety benefits of using high-tech tires inflated to the correct pressure and with adequate tread depth,” says Nikolai Setzer, Member of the Executive Board of Continental AG and President of the Tire Division. “From now on, we will be positioning the technology-oriented Continental premium tire brand even more closely around the long-term goal ‘Vision Zero’, an area in which Continental as a company stands to benefit from synergies among its broad portfolio of safety technologies.”

Continental expects the twice-yearly ‘Stop the Crash’ demonstration events in countries such as China, India, Malaysia, and Mexico, to raise awareness of the benefits of state-of-the-art safety systems, and of tire-related topics. The aim is to achieve a further significant improvement in global road safety and further steady reductions in the number of traffic fatalities, injuries, and accidents.

The Global NCAP ‘Stop the Crash’ campaign will be officially launched on November 18, 2015, with a driving demonstration to coincide with the 2nd Global High-Level Conference on Road Safety. The motto of this meeting of world political leaders, fleet managers and the media representatives will be ‘Time for Results’. ‘Stop the Crash’ will conduct its campaign via the [www.stopthecrash.org](http://www.stopthecrash.org) website, which will serve as the main point of contact, and via other platforms including the #stopthecrash hashtag on online and social media platforms such as Twitter, Instagram, and YouTube.

**Continental AG**
Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner provides sustainable, safe, comfortable, individual, and affordable solutions. In 2014, the corporation generated preliminary sales of approximately €34.5 billion with its five divisions, Chassis & Safety, Interior, Powertrain, Tire, and ContiTech. Continental currently employs more than 205,000 people in 53 countries.

[www.continental-corporation.com](http://www.continental-corporation.com)

**Chassis & Safety Division**
The Chassis & Safety division develops and produces integrated active and passive driving safety technologies as well as products that support vehicle dynamics. The product portfolio ranges from electronic and hydraulic brake and chassis control systems, sensors, advanced driver assistance systems, airbag electronics and sensorics and electronic air suspension systems all the way to windscreen washer systems and headlight cleaning nozzles. The focus lies on a high level of system competence and the networking of individual components. Products and system functions are developed along the SensePlanAct process chain. They form the foundation for automated driving. Chassis & Safety employs more than 38,000 people worldwide and generated sales of approximately €7.5 billion in 2014.
[www.continental-automotive.com](http://www.continental-automotive.com)

**Tire Division**
The Tire Division currently has 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with more than 47,000 employees, the Tire Division achieved sales of €9.8 billion in 2014.

**Sponsorship**The Tire Division has been an Official Sponsor of international professional soccer for about 20 years. Currently for example the Division is an Official Partner of the UEFA EURO 2016TM in France, the DFB German Cup as well as major league soccer in the US and Canada. Furthermore the presence on perimeter boards at more than 160 qualification matches of the European Qualifiers for the UEFA EURO 2016TM and the European Qualifiers for the 2018 FIFA World Cup in Russia assures an excellent TV visibility for the premium tire brand Continental.
[www.contisoccerworld.com](http://www.contisoccerworld.com)

Contact for Journalists

Alexander Bahlmann

Head of PR, Passenger and Light Truck Tires

Continental AG

Tire Division

Büttnerstrasse 25, 30165 Hannover, Germany

Phone: +49 (0) 511 938 2615

Fax: +49 (0) 511 938 2455

alexander.bahlmann@conti.de

Nicole Orgnon

Vice President Communications

Continental AG

Chassis & Safety Division

Guerickestraße 7, 60488 Frankfurt, Germany

Phone: +49 69 7603-9510

Fax: +49 69 7603-3945

nicole.orgnon@continental-corporation.com

This press release is available in the following languages: German, English

Links

[www.continental-corporation.com](http://www.continental-corporation.com)

[www.twitter.com/ContiSafety](http://www.twitter.com/ContiSafety)

Online Media Database: www.mediacenter.continental-corporation.com