

Continental kicks off multimedia campaign on more grip for adidas shoes at www.getyourgrip.com

- **Innovative rubber compounds deliver marked increase in grip for adidas shoes**
- **Three men's marathon world records and multiple course records achieved**
- **More than 80 different running, trekking, and outdoor shoes already on the market**

Hanover / Frankfurt, September 2015. The many parallels between tires and shoes are not hard to find. Tires are to cars what shoes are to runners – they form the only link with the road and must ultimately be able to transmit all of the forces involved. The rubber compounds specially developed for adidas by Continental feature particularly high levels of grip on all surfaces, helping runners to conserve energy that would go to waste in a shoe with less grip. “Through our interactive, multimedia GetYourGrip campaign we are out to raise awareness of how the technology transfer from tires to shoes can result in performance improvements of up to 30 percent,” says Alexander Bahlmann, Head of PR, Passenger and Light Truck Tires at Continental. “The fascinating thing here is the sheer range of applications of these shoes that now extends from running, outdoor, and trekking, all the way to snowboard footwear.”

The campaign kicks off with a breathtaking video in which a professional parkour runner or ‘traceur’ takes on a Continental test engineer in a Multivan. The duel begins in downtown Hanover, runs over a range of different surfaces and culminates at Continental's unique, fully automated indoor tire testing facility, the Automated Indoor Braking Analyzer (AIBA), at the company's Contidrom proving grounds. The technology transfer process is clearly illustrated, with helpful explanations from several tire experts. The nerve center of the campaign is the www.getyourgrip.com website, while many other communications channels form part of the activation, including Continental postings on the social network Facebook (www.facebook.com/continental) and on the video channel YouTube (www.youtube.com/c/ContinentalCorporation).

Since 2007, international tire manufacturer Continental has been supplying sports goods manufacturer adidas with "Traction Compound" soles for various segments of the footwear market. The initial adidas project focused on better grip has since grown into a full-blown technology cooperation, the scope of which adidas and Continental have progressively expanded. Today more than 80 different running, trekking, and outdoor shoes for men and women are already on the market. All of these shoes have extremely high grip soles made from special rubber compounds devised by Continental. Further models are already in the pipeline. The experts at Continental have also developed sole compounds for extreme conditions such as snow and ice, to provide professionals and sports enthusiasts alike with even greater safety and comfort.

In the meantime, for both companies the relationship has developed into a textbook example of cross-industry collaboration, a fact reflected not least in the way that all adidas shoes with Continental Traction Compounds are clearly marked with the tire manufacturer's logo at the point of sale as well. While adidas benefits from the technical improvement of its products, for Continental the increased visibility in the premium shoe segment presents a fine opportunity to convince people who are less interested in cars of the quality and performance of its own products. Unlike drivers, who often pay little attention to the performance characteristics and condition of their tires, running enthusiasts show much greater interest in using premium shoes, which makes them more accessible to messages about the benefits of the latest product innovations and how they can translate into better performance.

Continental at the IAA 2015

At the IAA 2015, Continental is showcasing components for the car of the future at booth A 08 in hall 5.1. In addition to the new SportContact 6 super sports tire, a photo-realistic 3D cinema will be featured in which the dialog between a human and the vehicle as well as automated driving can be experienced. Under the tagline "Summer of Innovation", visitors can find out more about new functions for greater safety, environmental protection, comfort and convenience. Our exhibit at the fair will be rounded off by a forum with numerous events on opportunities for future employees. We look forward to seeing you there during the press days.

Continental AG

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

www.continental-corporation.de

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.

Passenger Car and Light Truck Tires

Continental is one of Europe's leading passenger car and light truck tire manufacturers and is the world's fourth-largest passenger car and light truck tire manufacturer in the original equipment and replacement business sectors. Product development for the Continental premium brand focuses on optimizing all safety-related features while at the same time minimizing rolling resistance.

www.continental-reifen.de

Media database

www.mediacycenter.continental-corporation.com

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