Continental Takes Top Spot In Auto Express Winter Tyre Test 2014

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Winter win for ContiWinterContact TS850

Continental has won a coveted award from the UK's no1 weekly selling car magazine, Auto Express, winning the 2014 winter tyre test with the Continental ContiWinterContact TS850.

On the winning performance of the ContiWinterContact TS850, Auto Express said; "A balanced approach to all disciplines delivers success. Continental has got this down to a fine art, and has tasted victory before with its ContiWinterContact TS850. Good all-round performance with few compromises make this a winter tyre winner."

The winter tyre test accolade celebrates the best of the best in the winter tyre market, revealing the most inspirational products for the cold season. The tests highlight exceptional performance, quality, safety, desirability, Offering motoring enthusiasts confidence when looking for their next product purchase.

Scott Benbow, Product Marketing Manager at Continental, said; "This win for the ContiWinterContact TS850 is an excellent endorsement for our product range, continuing to underline the impressive performance of our winter tyres."

Building upon the success of its predecessor the ContiWinterContact TS830, this latest addition offers even better grip on typical wintry roads, as well as shorter braking distances in the wet, enhanced handling, extended mileage and a further reduction in rolling resistance, making it an excellent companion for winter driving conditions.

Continental's latest tyre features a high number of block edges and sipes, helping to increase traction and braking performance on snow and ice. At the same time, more edges are available to transfer lateral forces when negotiating bends or changing lanes at high speed. This ensures perfect handling and outstanding grip even in extreme driving situations.

For more information on Continental's winter range, visit http://www.iamacontinentaltyre.co.uk/

Notes to editors:

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About Continental:

Continental Tyres in the UK and Ireland is a wholly owned subsidiary of the Continental Corporation. Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international tyre manufacturer, automotive supplier, and industrial partner offers sustainable, safe, comfortable, customized, and affordable solutions. The corporation with its five divisions Chassis & Safety, Interior, Powertrain, Tyre and ContiTech generated sales of approximately €33.3 billion in 2013 and currently employs around 189,000 people in 49 countries.

Company Contact:

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