

Enno Straten Is New Head of Commercial Specialty Tires at Continental

Hanover, June 23, 2016. As of July 1, 2016, Enno Straten takes over as Managing Director of Continental's business unit Commercial Specialty Tires (CST). He succeeds Dr. Michael Märtens who left the company last year to concentrate on other projects outside the industry. Straten, who has worked at Continental for 17 years, will report directly to Dr. Andreas Esser, Executive Vice President of Continental's business unit Commercial Vehicle Tires.

"With Enno Straten, we have gained a very experienced manager for the business unit, one who has already demonstrated his extraordinary skills at our company over many years, both domestically and internationally," says Dr. Andreas Esser. "He will press ahead with the strategic expansion of the business unit in the three core areas of Material Handling, Earthmoving, and Agriculture. Our goal is to provide customers around the world with customized solutions that meet individual and industry-specific needs."

Thanks to his various positions at Continental, Enno Straten knows the company very well. After graduating with a degree in engineering, he began his career in the Research & Development department of the Passenger & Light Truck Tires division's Original Equipment business unit in 1999. Since 2000, Straten has worked in various positions in Key Account Management, among others as Automotive Engineer and Key Account Manager for Daimler worldwide. Prior to his new role, he has been Vice President of Key Account Management for the Original Equipment PLT business unit at Continental Tire the Americas in Auburn Hills, USA, since 2013.

Photo: Enno Straten

Enno Straten is the new Managing Director of Continental Commercial Specialty Tires (CST) in Hanover.

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 2015, the corporation generated sales of €39.2 billion with its five divisions, Chassis & Safety, Interior, Powertrain, Tires, and ContiTech. Continental currently employs more than 212,000 people in 55 countries.

The **Tire Division** currently has more than 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 about 49,000 employees, the Tire Division achieved sales of €10.4 billion in 2015.

Continental **Commercial Vehicle Tires** is one of the largest manufacturers of truck, bus and commercial specialty tires worldwide. The business unit is continuously developing from a pure tire manufacturer to a solution provider, offering a broad range of products, services and tire-related solutions.

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