

# Continental Tyres Join Hands With DSL



Continental announced the partnership with Douglas & Sons (DSL) to distribute Continental tires. DSL will be the official distributor for Continental tires in Sri Lanka, ensuring the delivery and service of premium class Continental products for passenger cars and commercial vehicles.

In the passenger car segment Continental offers premium tires in the replacement market. Continental contributes to enhanced driving safety, riding comfort, and global climate protection by providing innovative solutions and excellent products with German leading technology.

As such, the ContiComfortContact CC5, ContiMaxContact MC5, ContiSportContact5 and 5P, ContiCrossContact LX2 and the Continental SSR tires are few of such innovations introduced by Continental. Now all these innovative products could be purchased in Sri Lanka through the distribution of DSL.

ContiComfortContact CC5 and the ContiMaxContact MC5 have been designed and made especially to suit Asian Road conditions duly identifying the Asian market requirements. CC5 is armed with optimised comfort, reduced noise, better fuel economy and improved safety. MC5 delivers the tire with best balanced performance in both wet and dry handling and low noise. The Advanced Silica Compound Technology used in these two products minimise the rolling resistance forces for better fuel efficiency while keeps the best grip and braking performance.

The ContiSportContact 5 and 5Ptiresare designed for additional 'sporty' performance with pinpoint steering precision and optimal adhesion. Hence, short braking distance on dry and wet roads could be easily achieved enabling maximum stability.

The ContiCrossContact LX2 tire is the newest generation of SUV tire that provides outstanding dry and wet grip, enhanced stone ejection, and reduced road noise.

Continental SSR type tires offers the new run-flat technology to drivers, a feature that is useful, especially when driving on express roads. Based on a reinforced self-supporting sidewall, the car can continue on its way with zero air pressure at a maximum speed of 80 km/h for up to 80 km, depending on road conditions and the weight of the vehicle. With SSR tires, you can keep on driving even in the event of a flat tire. You can reach your destination or a tire service facility without having to stop and replace the flat tire with a spare.

"In lieu of the diverse markets and application requirements here in Asia Pacific, we are glad to present our premium products for the commercial vehicle market now also in Sri Lanka," say Ralf Benack, Director Marketing and Sales for Continental Truck Tires in Asia Pacific. Continental products focus on Lowest Overall Driving Cost for customers and fleets who want an optimum regarding safety, reliability and efficiency in operations.

The commercial vehicle product range from Continental focuses on Goods and People transport. In the radial tire range- for the Goods segment Continental offers HSR2+, an all wheel tire for heavy commercial vehicles offering strong reliability and high mileage in regional road usage. With LSR2, a steer tire for regional application in light commercial vehicles Continental provides class-

leading mileage and positive driving characteristics. The HS Hybrid for the People segment stands out through its smooth ride, excellent durability and best in-class retreadability.