

Continental expands its footprint to Uganda

Continental Tyre is expanding its operations in Uganda through their strategic distribution partner, Motorcare Uganda Limited.



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Continental is responding to tougher requirements and specifically targeting different areas of application with new passenger and commercial vehicle tyre families.

"Continental is constantly developing and testing new materials and technologies on the tyre front, and bringing products to market that deliver the highest levels of safety performance - particularly in braking terms," says Shaun Uys, managing director of Continental Tyre South Africa.

The company currently has a footprint in the market through its Continental tyre range and believes the African market holds enormous potential for all its brands including the fast growing General Tire range. Continental is positioned as the company's premium product range with a primary focus on the OE market, and is the only tyre brand supplied to all seven local vehicle manufacturers in SA, comprising of Mercedes-Benz, Volkswagen, BMW, Ford, Toyota, General Motors and Nissan.

Premier status

The General Tire range forms part of its value offering, primarily for the replacement market and supports the Continental offering in this segment. Worldwide Continental enjoys premier status as a preferred OE partner amongst numerous automotive brands.

"We are building on this brand association with an up-to-date product range that employs the latest design and technology derived from the Continental Tyre group to provide customers with excellent levels of safety, performance, quality and reliability," adds Uys.

"Through its partnership with Motorcare, Continental is set to expand its product portfolio and increase its profile in the Ugandan market, whilst building relationships with our stakeholders," says Chrispine Ndala, managing director of Motorcare Uganda.

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