

Continental expands West African footprint with new legal entity

Continental Tire will be expanding its presence in West Africa with the launch of a new legal entity for the region, based in Accra, the capital city of Ghana, on 20 April 2016.



"Expansion into the crucial sub-Saharan Africa markets, and West Africa in particular, is a fundamental part of our growth strategy across the continent," says Shaun Uys, managing director of Continental Tire sub-Saharan Africa.

"The tyre industry in Africa is generally under-served by the major manufacturers, and is dominated by cheap imports. We're aiming to change this with the establishment of the new legal entity for Continental Tire in Ghana, which will create the platform to expand our footprint and maximise our exposure in the market."

Continental Tire has an existing presence in Ghana, through a long-term partnership with Rainbow Motors. The local company has a warehouse and ContiPartner dealer in Accra, as well as a network of independent dealers across the country.

"The establishment of Continental Tire West Africa will enable us to increase our retail channels based on the successful model we use in the South African tyre market. This includes formalising agreements with new partners to expand the ContiPartner and ContiPartner Express retail and fitment outlets," says Johann Liebenberg, Continental's general sales manager for Passenger and Light Truck Tyres Replacement SSA.

"This will be supported by a comprehensive multi-brand product strategy, comprising Continental, General Tire and Matador, ensuring that we can meet the needs and budgets across the full spectrum of the replacement tyre market, from individual customers through to fleet, rental and government sectors," Liebenberg adds.

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