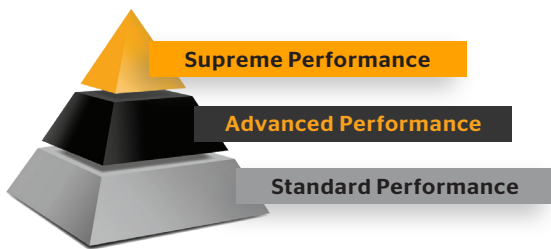


# CONTINUITY

THE SAME SUPERIOR PRODUCTS WITH A NEW GLOBAL NAMING STRUCTURE

Continental is dedicated to providing top of the line industrial power transmission solutions and services that contribute to the success of our customers and partners worldwide. Sometimes, delivering on the best quality requires change. To continue offering the best-in-class products we are aligning and enhancing our product portfolio worldwide with a globally consistent naming structure.



This new naming structure will allow us to strengthen our brand and combine our forces to achieve a clear, comprehensive and efficient appearance worldwide. We will visually and efficiently indicate the performance level of our products with Standard, Advanced and Supreme Performance.

## **We are aligning our worldwide product portfolio**

increasing transparency and consistency

## **We are upgrading some of our belt series**

improving performance, properties and visual appearance

## **We are adding completely new product lines**

bolstering our complete product lineup

After announcing the name change, we will begin rolling out the transition globally, starting with the Americas and covering all other regions by the end of 2023.

But not everything will change: Our team and your contacts will stay the same and we will all continue to deliver the best-in-class quality, technology and service we always have to keep your operation moving as smooth as ever.

THAT'S **CONTINUITY.**



FIND YOUR BELT