

# CONTINUITY

THE SAME SUPERIOR PRODUCTS WITH A NEW GLOBAL NAMING STRUCTURE

*Continental*  Conti<sup>®</sup> Synchroforce Advance   
*Continental*  Conti<sup>®</sup> Synchroforce Advance   
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# Agenda

Our Journey

Naming & Colors

Benefits

Next Steps

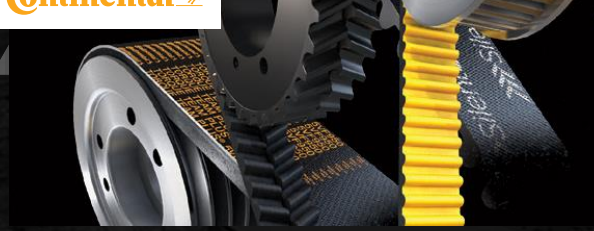
# Our Journey

**BEST-IN-CLASS GLOBAL POWER TRANSMISSION INDUSTRIAL PORTFOLIO.**

PRODUCTION FOOTPRINT OPTIMIZATION

SPECIFICATION HARMONIZATION

PORTFOLIO HARMONIZATION & IMPROVEMENT



**2015**

Creation of One of the World's Largest Industrial Power Transmission Product Portfolios.

**TODAY  
& BEYOND**

Announcement of Portfolio Naming and Branding Harmonization, Plus Upgraded & New Product Lines.



## Our Promise

# CONTINUITY

THE SAME SUPERIOR PRODUCTS WITH A NEW GLOBAL NAMING STRUCTURE.

BUILDING ON OVER 150 YEARS OF EXPERIENCE, YOU'LL CONTINUE TO GET HIGH-QUALITY, TECH-SAVVY PRODUCTS AND SERVICES FROM OUR PROVEN PEOPLE AND PRODUCTION FACILITIES.

## New

- > BRANDING & NAMING STRUCTURE
- > CONSOLIDATED PERFORMANCE LEVELS
- > UPGRADED BELT SERIES
- > INNOVATIVE PRODUCT LINES

# Naming & Color

# V-belts

# Timing belts

## Supreme Performance

## Supreme Performance

### V-belts

- > Conti®V Supreme

### Variable speed belts

- > Conti®VX Varispeed Supreme

### Rubber belts

- > Conti® Synchroforce Supreme
- > Conti® Falcon PD
- > Conti® SilentSync

### PU belts

- > Conti® Synchrochain Carbon
- > Conti® Synchrochain Supreme
- > Conti® Synchrodrive XHP / XHS
- > Conti® Polyflat XHP / XHS

### Banded V-belts

- > Conti®V Torque Team Supreme

### V-ribbed belts

- > Conti®V Multirib Supreme

### Double-V-belts

- > Conti®V Dual Supreme

## Advanced Performance

## Advanced Performance

### V-belts

- > Conti®V Advance
- > Conti®V Insta-Power
- > Conti®VX Advance

### Double-V-belts

- > Conti®V Dual Advance

### Rubber belts

- > Conti® Synchroforce Advance
- > Conti® Synchroforce Advance Pro
- > Conti® Synchrocolor Advance
- > Conti® Synchrocolor Advance Pro
- > Conti® Synchrotwin Advance
- > Conti® Synchrorib Advance
- > Conti® Synchrorib Advance Pro
- > Conti® Synchroline Advance

### PU belts

- > Conti® Synchroflex GEN III
- > Conti® Synchrodrive HS
- > Conti® Polyflat HS

### Banded V-belts

- > Conti®V Torque Team Advance
- > Conti®VX Torque Team Advance

### Variable speed belts

- > Conti®VX Varispeed Advance

## Standard Performance

## Standard Performance

### V-belts

- > Conti®V
- > Conti®VX
- > Conti®VX FHP

### Banded V-belts

- > Conti®V Torque Team
- > Conti®VX Torque Team

### Rubber belts

- > Conti® Synchroforce
- > Conti® Synchrocolor
- > Conti® Synchrotwin
- > Conti® Synchrorib
- > Conti® Synchroline

### PU belts

- > Conti® Synchroflex
- > Conti® Synchromotion
- > Conti® Synchrodrive HP / FP
- > Conti® Synchrodrive N10
- > Conti® Polyflat HP/HF

### Double-V-belts

- > Conti®V Dual

### V-ribbed belts

- > Conti®V Multirib

# Naming Formula & Color Coding

## Supreme Performance

BLACK ON ORANGE

**Continental** 

**Conti<sup>®</sup>Synchroforce Supreme**

BRAND

CATEGORY

SUB-CATEGORY

PERFORMANCE

## Advanced Performance

ORANGE ON BLACK

**Continental** 

**Conti<sup>®</sup>Synchroforce Advance**

BRAND

CATEGORY

SUB-CATEGORY

PERFORMANCE

## Standard Performance

WHITE ON BLACK

**Continental** 

**Conti<sup>®</sup>Synchroforce**

BRAND

CATEGORY

SUB-CATEGORY

# Clear icons, quicker selection.



Antistatic ISO 1813  
or ISO 9563



Resistance against very  
high temperatures



Service-free\*



Resistance against very  
low temperatures



Smooth running reduced  
polygon effect



Resistance against low &  
high temperatures



Matchmaker, set tolerance

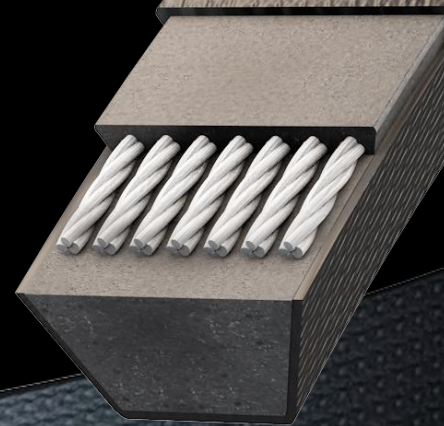


SilentSync H.O.T. profile



# V-belts

**New Profile & Naming Formula**



# Naming Formula / V-belts

OLD  
EMEA/APAC



CONTIV<sup>®</sup> MULTIBELT FO ADVANCE  
CONTIV<sup>®</sup> MULTIBELT FO ADVANCE

OLD  
NA



ContiTech  
ContiTech

HY-T<sup>®</sup> WEDGE TORQUE TEAM<sup>®</sup>  
HY-T<sup>®</sup> WEDGE TORQUE TEAM<sup>®</sup>

NEW



Conti<sup>®</sup>VX Torque Team Advance  
Conti<sup>®</sup>VX Torque Team Advance



BRAND

CATEGORY

PERFORMANCE

ICONS

# Timing belts

**New Profile & Naming Formula**



# Naming Formula / Timing belts

OLD  
EMEA/APAC



SYNCHROFORCE CXP  
SYNCHROFORCE CXP

OLD  
NA



ContiTech  
ContiTech



NEW



Conti<sup>®</sup> Synchroforce Advance  
Conti<sup>®</sup> Synchroforce Advance



BRAND

CATEGORY

SUBCAT

PERFORMANCE

ICONS



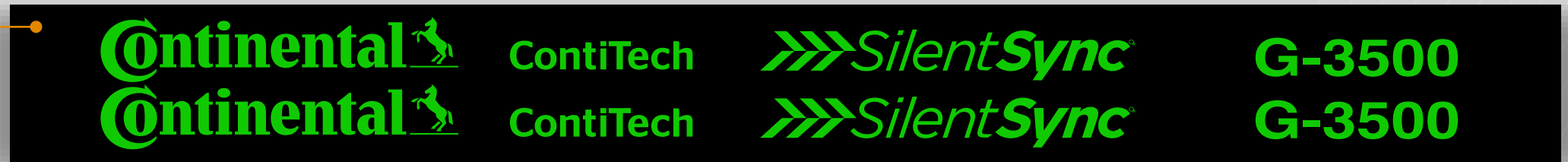


# Conti<sup>®</sup> SilentSync

**New Profile & Naming Formula**

# Naming Formula / Conti<sup>®</sup> SilentSync

OLD



NEW



BRAND

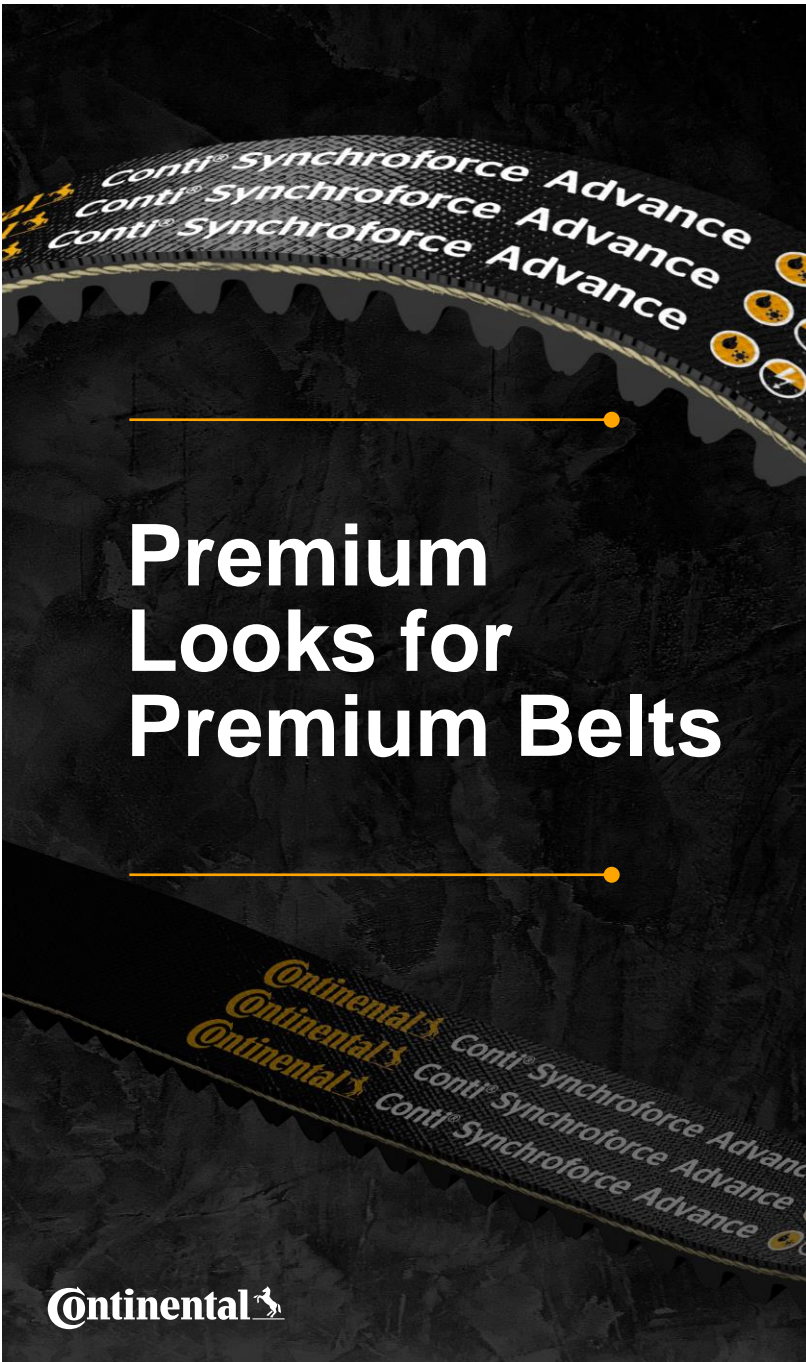
CATEGORY

ICONS

# Benefits

for you & your customers.

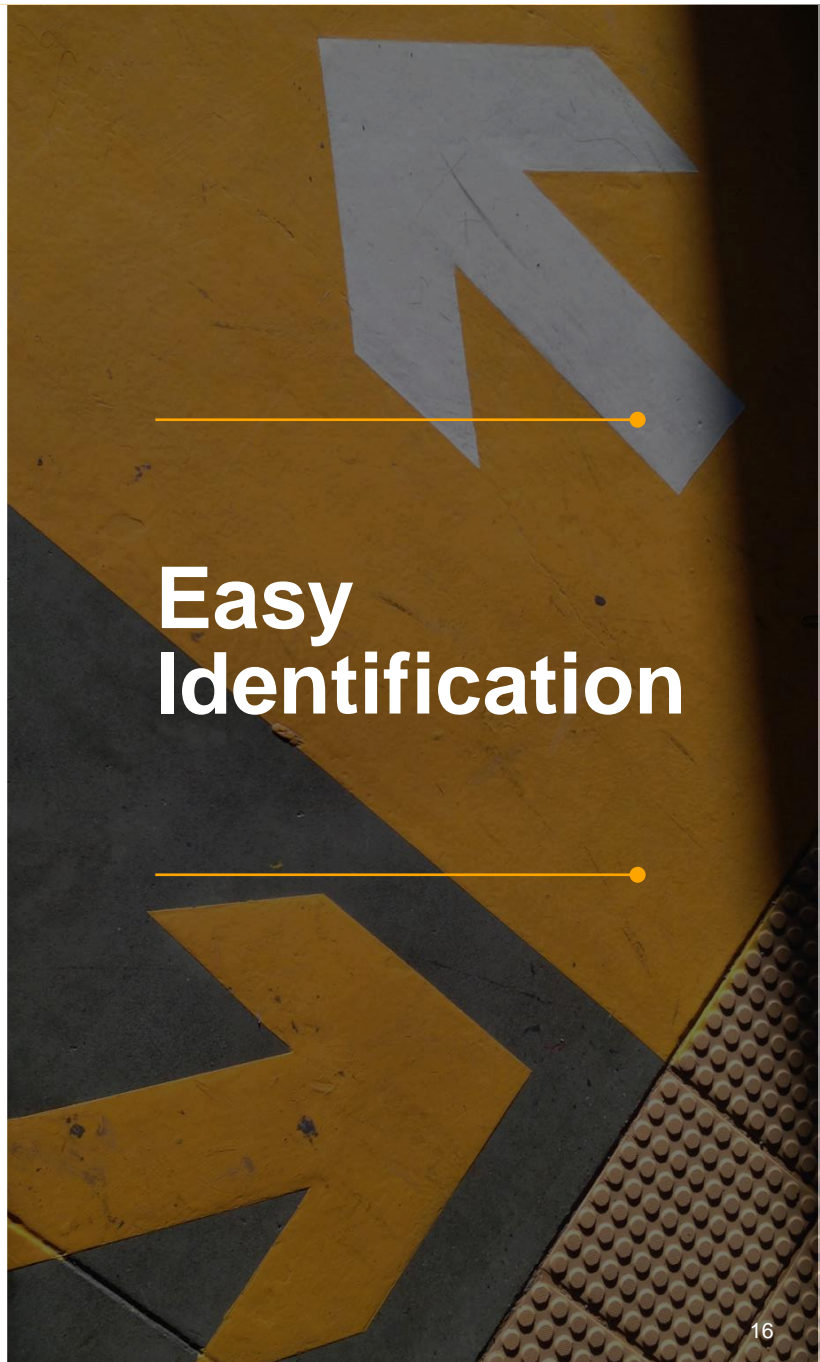




Premium  
Looks for  
Premium Belts



Transparent  
Branding &  
Naming  
Worldwide



Easy  
Identification

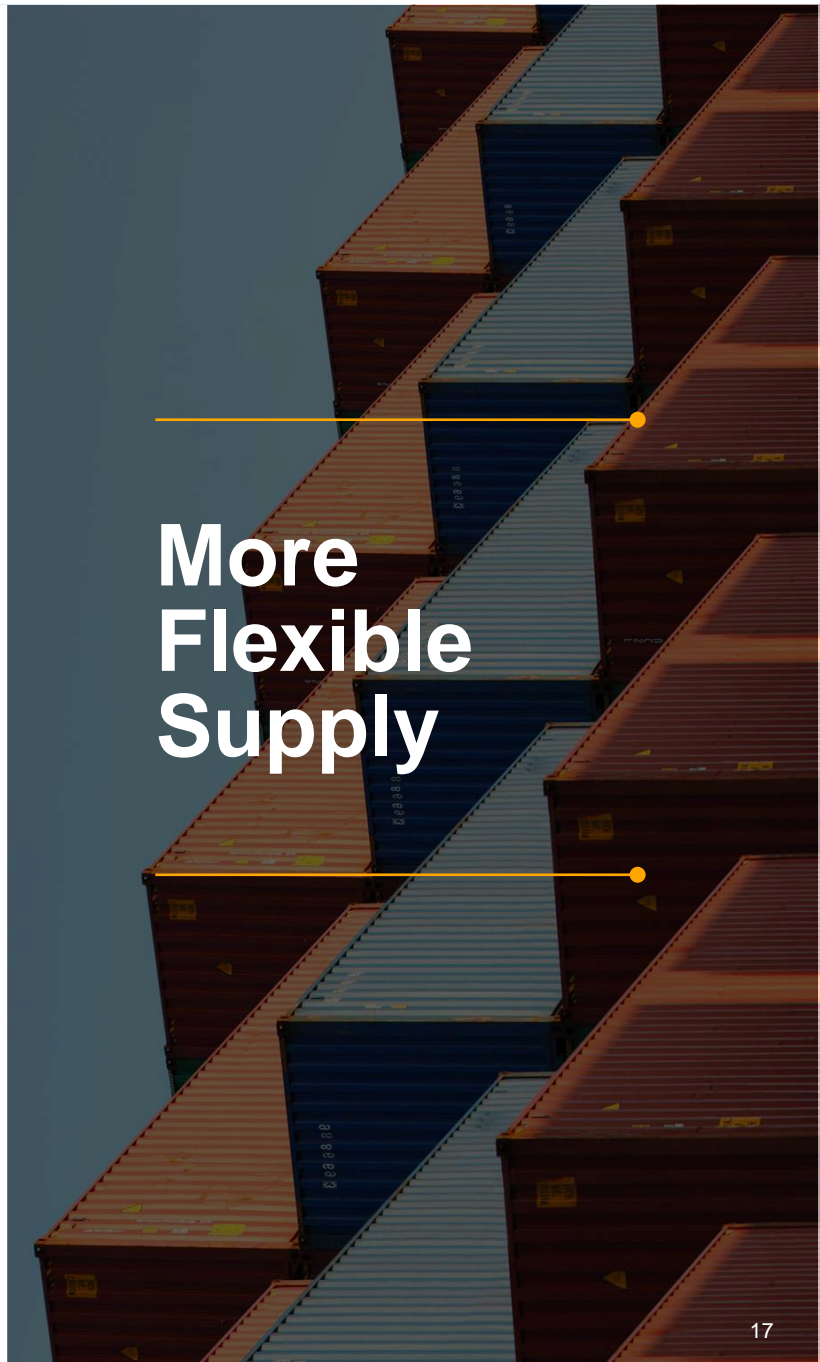




# Performance Upgrades



# Worldwide Product Launches



# More Flexible Supply

# What's Next

SEPTEMBER 2022

Global announcement

Q4 2022

Implementation begins in North America

Q1-Q3 2023

Implementation begins in APAC, EMEA & South America

Q4 2023

Globally aligned naming structure implemented in all markets

# Thank You



**Get Support 24/7**  
**[Continental-Industry.com/Continuity](https://Continental-Industry.com/Continuity)**

[www.Continental-Industry.com](https://www.Continental-Industry.com)