

Continental updates logo, enhances message

HANNOVER, Germany (May 16, 2013) — Continental A.G. has changed the look of its logo — making its prancing horse more stylized — and strengthened the use of the new corporate tagline “The Future in Motion.” Continental Chairman Elmar Degenhart disclosed the changes to shareholders at the firm’s annual meeting in Hannover May 15, saying the “more contemporary, fresh design” reflects the firm’s new core message. “Our technological solutions are helping people enrich the quality of their lives through mobility and structure their living space in a sustainable way,” he said. Continental updates logo, enhances message Although the firm is changing, Mr. Degenhart said, “our ambition remains the same. We are faster than our competitors in creating fascinating solutions and at getting products into mass production in reliable, first-class quality.” The prancing horse in Conti’s logo is a nod to the coat of arms of the state of Lower Saxony, where Hannover is located and Conti is based. The firm has used the “rampant” horse—as described by Conti—in its logo since 1882. In the new logo, Conti has dropped the circle and the words “Continental” around the horse, thus creating a look the firm said it feels is “more dynamic and powerful.” Conti also tweaked the font in the word Continental in the logo to make it more legible and noticeable. Conti adopted the “Future in Motion” message earlier this year for all its operating businesses and uses the tagline as the subtitle for its 2012 annual report. The new logo is already in use on the firm’s division’s literature. tirebusiness.com