



Brand presentation

Sportiva

Sportiva. A brand of Continental.



Sportiva

Brandimage and position

**Sportiva –
exclusive driving
pleasure.**

dynamic

sporty

comfortable

Dynamic, sporty, comfortable – these are characteristic features of Sportiva, the sales service provider that supplies you with reliable safety and balanced performance.

Sportiva copes with the challenges of everyday life and is thus dynamic in adapting to the rapid changes of our time. Sportiva is well prepared for the future and operates internationally.

Sportiva is a brand of Continental, which means that it has been developed with the know-how and technological expertise of one of Europe's leading tyre manufacturers.



Sportiva

Brand message. B2B sales arguments

Sportiva – For drivers who love challenges

- › Reliable safety and balanced performance in all driving situations
- › Exclusive distribution through a quality-orientated trading partner
- › A product portfolio that leaves nothing to be desired:
 - Wide range of sizes for cars, SUVs, MPVs, minibuses and vans: 13"– 19"
 - Tyres for compact, mid-range and luxury vehicles
 - Tyres for summer, winter and all season



Sportiva

B2C sales arguments

Sportiva

- › Recognised brand for modern cars, SUVs, MPVs, minibuses and vans
- › Safety and good performance in all driving situations
- › Sportiva. A brand of Continental.



Sportiva

Product portfolio

Summer tyres

- › **Sportiva Performance** – Summer tyres for powerful mid-range and luxury vehicles
- › **Sportiva Compact** – Summer tyres for compact and mid-range vehicles
- › **Sportiva Van 2** – Summer tyres for MPVs, minibuses and vans

AllSeason

- › **Sportiva AllSeason** – AllSeason tyres for small, compact and mid-range vehicles

Winter tyres

- › **Sportiva Snow Win 2** – Winter tyres for compact range and luxury vehicles
- › **Sportiva Van Snow 2** – Winter tyres for MPVs, minibuses and vans



Sportiva

Brand history

1995 – official launch of the Continental Corporation's first house brand and first use of the brand; distribution via the ContiTrade organization

1996 – launch of the car summer tyre product range with an entry range of 19 sizes

1999 – expansion of the **Sportiva** portfolio including the winter car tyre segment with a range of 19 sizes

2001 – product launch of summer tyres for vans

2004 – product launch of winter tyres for vans – with the completion of the 2005 product portfolio

2005 – present – steady expansion of the **Sportiva** range for all major cars, SUVs and transporter fitments

Today – global use of the **Sportiva** brand – from Europe to South America to Asia

2019 – the **Sportiva** brand is distributed only via territorial exclusivity contracts in Europe

2019 – launch of the **Sportiva** AllSeason, an all-season tyre and thus a new segment for the Sportiva brand





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Sportiva. A brand of Continental.



NEW!



Pure driving pleasure. All year round. The new Sportiva AllSeason.

- Perfect handling in summer
- Short braking distances in winter
- Reduced aquaplaning risk

Sportiva. A brand of Continental.



The new Sportiva AllSeason

Perfect handling. Whatever the weather. 365 days a year.



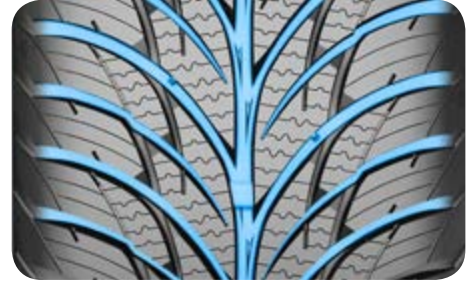
Perfect handling in summer

Large shoulder blocks increase tread pattern stiffness and reduce the deformation of the tyre for better power transmission in curves on dry road. This ensures perfect handling in the summer.



Short braking distances in winter

The high sipe density with numerous gripping edges in the winter-optimised tread pattern centre ensures safe grip even on snowy and icy roadway surfaces.



Reduced aquaplaning risk

Wet-optimised tread pattern for high water absorption. In combination with a wide longitudinal groove, lateral grooves provide improved water and slush dispersion out of the contact surface.

Tyre performance overview



Performance	Winter	AllSeason	Summer
Dry performance	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Snow performance	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Noise	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Mileage	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Rolling resistance	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Wet performance	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Aquaplaning	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●



Dimensions

Tyre width in mm 155-235	Rim size in inches 13-17	Tyre cross-section Series 45-70	Speed-symbol T, H, V
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Pure driving pleasure.

Delivery range 2019

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Sportiva Performance

Summer tyres for powerful medium range and luxury vehicles.

Sporty, precise handling

The Sportiva Performance ensures a direct steering response, enabling sporty, highly precise handling.

High mileage

The tyre tread wears slowly and evenly. This significantly increases the mileage.

Low road noise

The noise-optimised tread dampens noise as the tyre rolls. This ensures greater comfort thanks to low noise within the vehicle and due to low external noise it is also environmentally friendly.

Sportiva Compact

Summer tyres for compact and medium range vehicles.

Very good handling characteristics on dry roads

High driving stability thanks to closed shoulder blocks at the outer shoulder combined with a stiff circumferential rib and adapted tread block stiffness.

Reduced noise level and improved driving comfort

Consistent width and angle of the shoulder grooves eliminates the rolling noise and optimises the frequency overlay.

Reduced fuel consumption, even wear & increased mileage performance

New compound technology and compact pattern block structure reduce the low rolling resistance.



Dimensions

- Tyre width in mm: **195-255**
- Rim size in inches: **15-19**
- Tyre cross-section: **Serie 65-35**
- Speed-symbol: **H, V, W, Y**

Dimensions

- Tyre width in mm: **155-195**
- Rim size in inches: **13-15**
- Tyre cross-section: **Serie 80-55**
- Speed-symbol: **T, H, V**

NEW!

Sportiva AllSeason

AllSeason tyre for compact range and luxury vehicles.

Perfect handling in summer

Large shoulder blocks increase tread pattern stiffness and reduce the deformation of the tyre for better power transmission in curves on dry road. This ensures perfect handling in the summer.

Short braking distances in winter

The high sipe density with numerous gripping edges in the winter-optimised tread pattern centre ensures safe grip even on snowy and icy roadway surfaces.

Reduced aquaplaning risk

Wet-optimised tread pattern for high water absorption. In combination with a wide longitudinal groove, lateral grooves provide improved water and slush dispersion out of the contact surface.

Sportiva Snow Win 2

Winter tyres for compact range and luxury vehicles.

High aquaplaning protection

The balanced combination of longitudinal and lateral grooves optimises the displacement of water and slush for more safety and resistance to aquaplaning.

Improved snow performance

An optimised sipe system and gripping edges in lateral direction provide good snow absorption and improve the traction and braking power on snow.

Higher mileage capability

The even distribution of pressure in the contact surface to the road by optimisation of the profile blocks leads to significantly higher mileage with consistently low rolling noise.



Dimensions

- Tyre width in mm: **155-235**
- Rim size in inches: **13-17**
- Tyre cross-section: **Serie 70-45**
- Speed-symbol: **T, H, V**

Dimensions

- Tyre width in mm: **145-255**
- Rim size in inches: **13-18**
- Tyre cross-section: **Serie 80-40**
- Speed-symbol: **T, H, V**

Sportiva Van 2

Summer tyres for
MPVs, minibuses and vans.

Very good braking performance & handling on dry roads

The compact block structure in the shoulder and tread centre reduces the deformation of the tyre and provides even ground pressure.

Better driving comfort due to lower noise level

Offset lateral grooves in the tyre shoulder reduce the noise level and eliminate the frequency peaks.

Prolonged tyre life due to robust sidewall construction

The robust scuff rib protects the sidewall in the scuff prone area with an additional rubber layer.

Sportiva Van Snow 2

Winter tyres for
MPVs, minibuses and vans.

Optimised grip for safe driving

Wedge-shaped tread grooves ensure optimal traction on snow and ice.

Shorter braking distances on wintry roads

Step sipes create ideally positioned gripping edges.

Prolonged tyre life due to robust sidewall construction

The robust scuff rib protects the sidewall in the scuff prone area with an additional rubber layer.



Dimensions

- Tyre width in mm: **175-235**
- Rim size in inches: **14-16**
- Tyre cross-section: **Serie 80-65**
- Speed-symbol: **Q, R, T**
- Load index: **88-115**

Dimensions

- Tyre width in mm: **195-235**
- Rim size in inches: **15-16**
- Tyre cross-section: **Serie 75-60**
- Speed-symbol: **T, R**
- Load index: **97-115**

A world map in shades of gray with several regions highlighted in a light green color, including parts of Europe, Africa, and Asia.

Sportiva

Your drive is our motivation.

Dynamic, sporty, comfortable – these features characterize **Sportiva**, the sales service provider that supplies you with reliable safety and balanced performance.

Sportiva copes with the challenges of everyday life and is thus dynamic in adapting to the rapid changes of our time. Sportiva is well prepared for the future and operates internationally.

Sportiva is a brand of Continental. Developed with its know-how and technological expertise of one of Europe's leading tyre manufacturers.

Your tyre dealer:

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