



Safety

ENHANCED BY GERMAN TECHNOLOGY



Ever imagined a world without accidents

As one of the world's leading automotive suppliers, Continental is developing life saving safety technologies down to the sole contact that counts.

Join us on our journey to Vision Zero where we will demonstrate how Continental is positively contributing to a world with zero road accidents.

The half day experiential training course is a behind-the-wheel experience of leading tyre and automotive safety technologies

At a location local to you.



www.continental-tyres.co.uk



Continental's vision. Zero fatalities. Zero injuries. Zero accidents.



1,810

people were killed
on UK roads in 2016.



23,350

People were seriously
injured on UK roads in 2016.

0 1 2 3 4 5 6 7 8 9 0

fatalities injuries accidents

Our technologies
will one day
create a world
without road
accidents.

Unclear situations,
bad road conditions

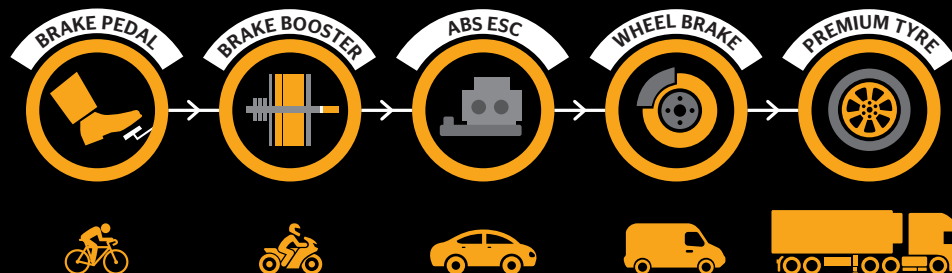
Vehicle
failure

**causes
of accidents**

Distraction, drowsiness,
intoxication, capabilities

Developing technologies to reduce accidents to zero.

At Continental driver safety is our top priority and we are developing world leading technologies to manage the whole braking process from Autonomous Emergency Braking, and Electronic Steering Control to award winning safe tyres.



Now it's your turn. Join us at Vision Zero Live



At Vision Zero Live, your team will discover first-hand how the adoption of Continental's safety systems with premium tyres are making our vision of zero accidents a reality.

In a series of behind-the-wheel safety tests, the experience will help your team to be more confident when discussing driver systems with your customers, help them to provide first-hand experience and advice on how to be a safer driver and help them to sell more premium tyres.

In only half a day you will experience:

- › How Continental's technology is revolutionising the future of driving and making it safer
- › The important role the driver plays in Continental's Vision Zero and how changing driving behaviour can significantly reduce accidents
- › The importance of tread depth when braking in the wet
- › The importance of maintaining the correct inflation pressure
- › Why premium tyres are the vital safety component for all cars and not just new ones
- › The importance of fitting safety as standard on a car



Accidents belong in a museum:
join us on our journey to Vision Zero.