

ContiPartner relaunch in Ghana

The retail concept of Continental, ContiPartner, is being relaunched in Ghana through one of its selected partners, Rainbow Motor Workshop and Engineering. Continental currently distributes passenger and commercial vehicle tyres into Ghana. The division is set to expand its networks and business in West Africa, in line with the long-term growth strategy of the tyre division, Vision 2025.



Picture: Supplied

The ContiPartner store in Graphic Road, Accra, has received a facelift through new branding and product ranges. Continental wishes to use this store to display what the company has to offer within its partnership programme.

The ContiPartner retail concept was first established 20 years ago and is now experiencing a transformation in Africa. The business concept is based on seven marketing elements, which cover product, price, promotion, place, positioning, people and processes. A great strength of the programme is that it is based on a loyalty programme where Continental Tyre collaborates with independent tyre dealers to enhance their business and to create sustainable growth and more profitable opportunities.

“The synergy we have with our ContiPartner stores is a win-win for our brand and the partners involved,” says Johann Liebenberg, market manager Continental Tyre West Africa - Passenger and Light Truck Tyres Replacement.

To launch this initiative, a delegation of Continental Tyre executives, including the MD for Sub Saharan Africa, Shaun Uys

and GM marketing and sales, Ian Langlands, is in Ghana to support the initiative and meet with some of the industry leaders and customers.

“Continental is setting new benchmarks in the premium tyre segment, responding to tougher requirements and specifically targeting different areas of application with new passenger and commercial vehicle tyre families. Continental understands the needs of our customers and we pride ourselves on having a product offering to meet those needs,” says Langlands.

Having shown its commitment to the market through the establishment of its legal entity in April 2016, Continental Tyre is confident that the market holds great potential. “We believe that the next logical step is for us to grow our strategic partnerships through our ContiPartner network, which allows us to build relationships with stakeholders and also have a better understanding of the market environment,” concludes Langlands.

“Continental understands the needs of its customers and has a product offering to meet those needs. German engineering is our heritage, with customer focused technologies at our core. As a responsible, leading company and trusted partner, we are dedicated to meeting our customer's needs and exceeding their expectations. We are excited to be able to use this platform to showcase our expertise and build relationships in the market,” adds Uys.

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