



Continental Automotive

Germany Multinational Automotive Parts Company Uses Yokohama's "Geographical Advantages" to Develop New Business

Continental Automotive Corporation is the Japanese subsidiary of global German automotive parts manufacturer, Continental AG, which is headquartered in Hanover, Germany. Continental Automotive was established in December 2000 as a joint venture of Continental AG and Japanese textile major, Nisshinbo Holdings Inc., Its main business activities are to develop and produce technologies for sustainable and connected mobility, for example brake and automated driving solutions. In 2004, Continental Automotive transferred its head office from Tokyo to Yokohama, and subsequently concentrated its R&D activities as well as management functions such as human relations and finance etc.



Speaker: Berthold Wolfram, President



■ Business Development Utilizing Yokohama's "Geographical Advantages"

Continental AG operates three businesses—the tire business, the automotive business, which manufactures automotive parts, and the industry business—in 57 countries and regions around the world.

Among these, Continental Automotive Corporation is focused mainly on the automotive business. We have five product business areas under the head office, including brake systems and car electronics, as well as a central R&D function where we develop applications together with our customers. Yokohama's biggest advantage is its excellent access to Tokyo, as well as Shin-Yokohama Station, Haneda Airport, and the Shuto Expressway road network. This is because our customers are automakers with bases in various locations around Japan, from Western Japan to Northern Kanto. Moreover, the headquarters for the Group's automotive business is in Frankfurt, which has concluded a partner city alliance with Yokohama. There are several flights a day connecting Haneda Airport to Frankfurt.

■ Close Collaboration with Eight Japanese Automakers.

Currently, the global automotive industry is facing a "once in a century" period of transformation in terms of the environment and safety. Not only are we seeing advances in technological innovation

for electrification and automated driving, but the very concept of automobile mobility is about to change.

In this environment, our strength is in our total knowledge of everything about cars, from tires to parts and car electronics. We consider it a great advantage that we are able to handle everything from tires to software all within the Group. Continental AG is also working in the area of safety, where we have set a target of realizing a society free of traffic accidents, which we call "Vision Zero." First, we will work to achieve zero fatalities from traffic accidents, then zero injuries, and ultimately zero accidents altogether. When we were coming up with these targets, Japan is one of our most important markets, with eight automakers concentrated here, and Continental Automotive Corporation is playing an extremely important role even from a global perspective.

■ Powerful Help from the I・TOP Yokohama Project

In July–December 2022, as part of Yokohama City's I・TOP Yokohama project, we operated a field operation test of traffic flow observation using our sensors (radar and camera) at Minato Mirai 21 district. The Intelligent Intersections was an example of cooperative systems for an accident-free transportation society and was truly the embodiment of our corporate vision: "Creating Value for a Better Tomorrow." I believe this initiative was also made possible because of our location in Yokohama.

(Interview date: July 2023)

<Company's Profile>

Continental Automotive Corporation

Location: Aquaria Tower Yokohama, 1-1-32, Shinurashimacho, Kanagawa-ku, Yokohama, Japan

Representative : Berthold Wolfram Establishment : December 2000

Business Outline : Automotive parts manufacturer URL : <https://www.continental.com/ja-jp/>