

# CASE STUDIES

## TECHNOLOGY CASE #1



**Continental** 



## CLIENT BRIEF

**Continental** develops intelligent technology for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner, provides sustainable, safe, comfortable, individual, and affordable solutions. In 2015, the corporation generated preliminary sales of €39.2 billion.

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## CLIENT BRIEF

The **Tire** division currently has 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with more than 47,000 employees, the Tire division achieved sales of €9.8 billion in 2014.

Continental **Commercial Vehicle Tires** is one of the world's biggest manufacturers of truck, bus, and industrial tires. The business unit is continually evolving from being a purely tire manufacturing business to a solution provider for commercial vehicle tires with a broad range of products, services, and solutions.

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Continental®



# CASE

**Continental** hired Midas to organize a press conference to promote its newest feature **ContiPressureCheck™**, which can measure tire pressure and temperature through a sensor and send the information to a mobile device. Midas was also asked to handle the media invitations and create bilingual press releases to announce the press conference for the launch of this new feature and organize interviews with representatives of the media.

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Continental®



## CHALLENGE

Since **Continental's** new product is highly specialized, it was a challenge to identify and attract media that could report on this particular topic and reach the desired target audience and to do this in a very short time span which also included one-on-one interviews about one week before the event as well as the main event on a Friday morning which is the most difficult day to obtain media presence. We also had to obtain lifestyle media to feature their VIP evening event on the next day as well as two relevant VVIP representatives to attend the event and agree to be featured on the media post PR shots.

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# PRESS RELEASES



Press Release

### Continental Launches ContiPressureCheck™ First in Thailand

- ContiPressureCheck™ continuously monitors bus and truck tire pressure and temperature via reliable sensors placed inside the tire
- The system uses a telematics solution to interpret real-time information of tires on the road and feeds this back to the fleet manager

Bangkok, July 29, 2016. Continental Thailand is redefining the tyre market with their new innovative technology, the ContiPressureCheck™ system. Continental is launching this first of its kind tyre pressure and heat monitoring system in Thailand where it sees a large growth market given the country's developing economy. The ContiPressureCheck™ system is aimed at reducing overall fleet costs by ensuring the proper usage and maintenance of tires. The system takes the daily hassle of monitoring truck and bus tire pressure and temperature away from the drivers so they can focus on their driving.

Underinflated tires lead to higher operating costs. Due to the demands placed on drivers today, monitoring tire pressures does not always happen as frequently as it should. This is why Continental took the step in developing a breakthrough product for trucks and buses that will revolutionize how tires are managed. The ContiPressureCheck™ system consists of five main components as listed below:

1. **Tire Sensors** – This is mounted on the tyre inner liner inside a rubber housing (tyre sensor container) and continuously measures the tyre temperature and pressure
2. **Central Control Unit (CCU)** – This receives tire sensor signals directly or via the additional receiver, evaluates the data and provides the status of all tires to the driver display or the telematics system
3. **Additional Receiver** – This is used to receive sensor signals in challenging radio frequency conditions
4. **Driver Display** – Positioned inside the vehicle showing tire pressure, temperature and warning alerts to the driver
5. **Telematics Integration (optional)** – This allows the option to be linked with local telematics systems for live monitoring

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"We have spoken to many customers now and for them having a system on board that is looking out for their safety is an added reassurance and has given them a boost in performing their daily jobs," said Sirivan Koo-Amphorn, General Manager, Continental Tires Thailand, Co. Ltd.

Patrick Haarmann, Head of Business Region APAC, Truck Tyres, mentions the APAC Truck Tyre Strategy for 2016/2017 and Thailand's market landscape, as why the country was ideal as a starting point for the ContiPressureCheck™ system.

"Continental is steadfastly committed to bringing our customers solutions that not only help their businesses run more effectively but also allowing them to contribute towards being more socially responsible," adds Patrick Haarmann.

The ContiPressureCheck™ system is compatible with a variety of telematic systems. As data on tyre temperature and pressure is shown on an integrated display as well as the telematics network, this will help to simplify fleet management as data can be downloaded to an external device. The system is currently compatible with mobiles, tablet devices and desktop PCs. Continental in Thailand is partnering with Global Positioning Liberty Services (GPS) in providing local customers with live monitoring of their fleets.

Continental develops intelligent technologies for transporting people and their goods. As a reliable partner, the international automotive supplier, tire manufacturer, and industrial partner, provides sustainable, safe, comfortable, individual, and efficient solutions. In 2015, the corporation generated preliminary sales of €19.2 billion with its five divisions: Chassis & Safety, Interior, Powertrain, Tires, and ContiTech. Continental employs more than 258,000 people in 66 countries.

The Tire division currently has 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with more than 47,000 employees, the Tire division achieved sales of €9.8 billion in 2014.

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English and Thai Languages

# CASE STUDIES

## TECHNOLOGY CASE #1



# EVENT PHOTOS



# CASE STUDIES

## TECHNOLOGY CASE #1



# EVENT PHOTOS



# CASE STUDIES

## TECHNOLOGY CASE #1



## TV CLIPPINGS



# CASE STUDIES

## TECHNOLOGY CASE #1



# MAGAZINE CLIPPINGS



**พิกุล ฐิติมา** กรรมการผู้จัดการอาวุโส และนางสาว **ณัฐพร ฐิติมา** ผู้จัดการฝ่ายการตลาดอาวุโส บริษัท Continental ประเทศไทย จำกัด

**คอนติเนนทอล ทรูดีเอ็ม**  
ด้วยนวัตกรรมใหม่

บริษัท คอนติเนนทอล ทรูดีเอ็ม (ประเทศไทย) จำกัด ได้เปิดตัวผลิตภัณฑ์ใหม่ล่าสุดในเครือคอนติเนนทอล ทรูดีเอ็ม ซึ่งเป็นผลิตภัณฑ์ยางรถยนต์ที่พัฒนาขึ้นเพื่อตอบสนองความต้องการของลูกค้าที่ต้องการประหยัดน้ำมันและเพิ่มสมรรถนะการขับขี่

ผลิตภัณฑ์ใหม่นี้ได้รับการพัฒนาขึ้นโดยทีมวิศวกรของคอนติเนนทอล ทรูดีเอ็ม ซึ่งมีความเชี่ยวชาญในด้านการวิจัยและพัฒนาผลิตภัณฑ์ยางรถยนต์ที่มีประสิทธิภาพสูง

ผลิตภัณฑ์ใหม่นี้จะช่วยให้ลูกค้าสามารถประหยัดน้ำมันได้มากถึง 5% และเพิ่มสมรรถนะการขับขี่ได้อย่างมีประสิทธิภาพ

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**คอนติเนนทอลเปิดตัว**  
**"ContiPressureCheck"**  
ระบบอัจฉริยะสำหรับตรวจสอบลมยาง  
ครั้งแรกในประเทศไทย

พิกุล ฐิติมา กรรมการผู้จัดการอาวุโส (ประเทศไทย) บริษัท Continental และ นภัสสร สุทธิพงษ์ ผู้เชี่ยวชาญด้านเทคโนโลยียางรถยนต์ Continental ประเทศไทย ได้เปิดตัวระบบตรวจสอบลมยางอัจฉริยะ "ContiPressureCheck" ซึ่งเป็นนวัตกรรมล่าสุดของ Continental ประเทศไทย

ระบบตรวจสอบลมยางอัจฉริยะ "ContiPressureCheck" นี้จะช่วยให้ลูกค้าสามารถตรวจสอบลมยางได้อย่างง่ายดายและแม่นยำ โดยไม่ต้องใช้เครื่องมือพิเศษ

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# OFFLINE CLIPPINGS



Continental Thailand is redefining the tire market with its new ContiPressureCheckTM system. This system is aimed at reducing overall fleet costs by ensuring the proper usage and maintenance of tires through a sensor that is placed inside the tire. An official launch ceremony took place at The Mandarin Oriental, Bangkok. The event hosted over 350 guests with the following special guests in attendance.

Photo shows (From left)

1. Mr.Philippe Barabinot, Head of Sales & Marketing, Business Region APAC, Truck Tires
2. Mr.Lim Jit Soun, Managing Director, Shangri La Singapore
3. Ms.Sirivan Koo-Amphorn, Managing Director, Continental Tires (Thailand) Co., Ltd
4. Mr.Teeranun Srihong, Senior Executive Vice President, Kasikorn Bank
5. Mr.Srun Pitaksit, Managing Director, Global Positioning Liberty System Co., Ltd
6. Mr.Gan Cheong Cheng, Chief Executive Office, GT&T Engineering Pte,Ltd

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ภาพข่าว: คอนติเนนทอล เปิดตัว คอนติเพรสเชอร์เช็ค ระบบอัจฉริยะสำหรับตรวจวัดลมยาง ครั้งแรกในประเทศไทย เพิ่มความปลอดภัยและประหยัดค่าใช้จ่าย

วันพุธที่ 16 สิงหาคม 2559



กรุงเทพฯ -- 16 ส.ค. -- โลกออนไลน์

บริษัท คอนติเนนทอล ทั่วโลก (ประเทศไทย) จำกัด ผู้ให้บริการยางรถยนต์ และสิ่งประดิษฐ์ในเชิงนวัตกรรม (เทคโนโลยีการพัฒนาระบบเซ็นเซอร์ตรวจสอบลมยางแบบอัจฉริยะ ชื่อว่าคอนติ "คอนติเพรสเชอร์เช็ค" (ContiPressureCheck™) ระบบที่ช่วยแจ้งเตือนและตรวจสอบลมยางแบบเรียลไทม์) ได้เปิดตัวอย่างเป็นทางการ ณ โรงแรม มอริสตันดิ้ง กรุงเทพฯ เมื่อวันที่ 16 สิงหาคม 2559 โดยมีแขกพิเศษกว่า 350 คน ณ โรงแรม มอริสตันดิ้ง กรุงเทพฯ เข้าร่วม



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Posted : เมื่อ 19 สิงหาคม 2016 ในชื่อ : Zheza





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## RESULTS

Midas attracted media from TV, newspapers and magazines to this press conference and organized group interviews with relevant media channels after the event.

The total PR value Midas obtained for **Continental** is close to 8M THB with over 42 media representatives at the event including seven TV channels.