

Aligning the product portfolio of Continental

Same superior product but with a new naming structure



Agenda

- Aligning the product portfolio
- Change of name
- Naming structure and color code
- Production plan

Aligning the product portfolio

Project Continuity:

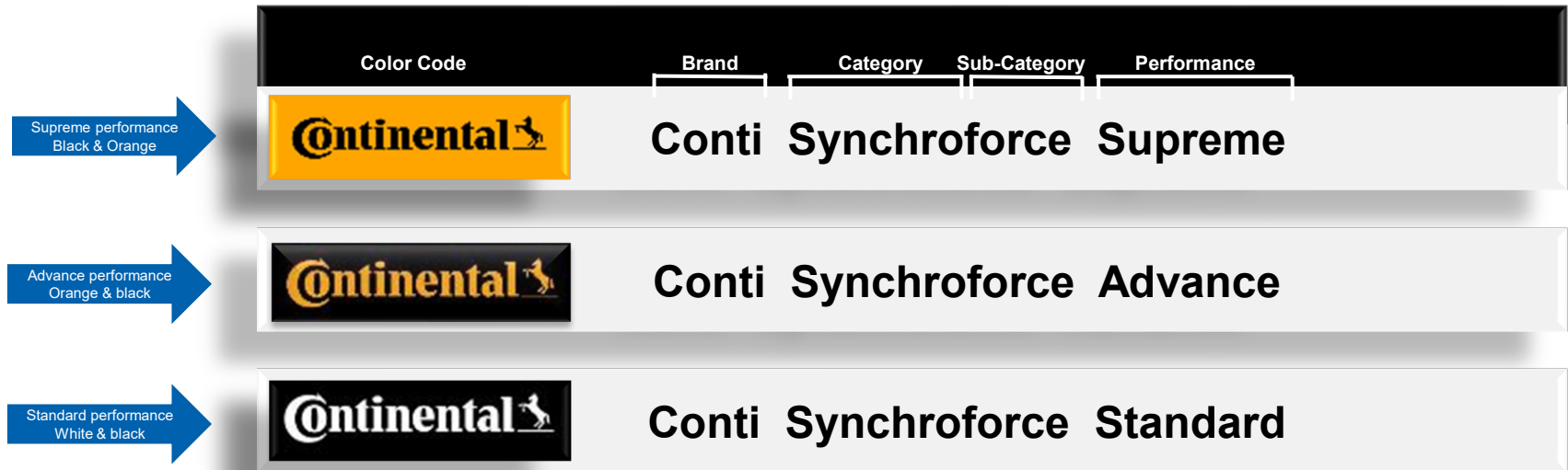
- Continental adapts its product portfolio with the goal of increasing transparency and clarity.
- They upgrade some of their belt product series - improves performance, properties and visual appearance.
- They also add brand new product lines - which strengthens the entire product range, which will visually and effectively indicate the performance level for their products with standard, advanced and supreme.
- Has moved its production to different facilities to increase efficiency and availability





Current Name	New Name	Performance level
CONTI V	Conti V	Standard
CONTI V ADVANCE	Conti V Advance	Advance
CONTI V POWER	Conti V Supreme	Supreme
CONTI-V GARDEN	Conti V Insta-Power	Advance
CONTI V DUAL	Conti V Dual	Standard
CONTI V DUAL ADVANCE	Conti V Dual Advance	Advance
CONTI V DUAL POWER	Conti V Dual Supreme	Supreme
CONTI V MULTIBELT	Conti V Torque Team	Standard
CONTI V MULTIBELT ADVANCE	Conti V Torque Team Advance	Advance
CONTI V MULTIBELT POWER	Conti V Torque Team Supreme	Supreme
CONTI V FO	Conti VX	Standard
CONTI V FO PIONEER	Conti VX Advance	Advance
CONTI V FO MULTIBELT	Conti VX Torque Team	Standard
CONTI V FO MULTIBELT ADVANCE	Conti VX Torque Team Advance	Advance
CONTI V VARISPEED ADVANCE	Conti VX Varispeed Advance	Advance
CONTI V VARISPEED POWER	Conti VX Varispeed Supreme	Supreme
CONTI V MULTIRIB	Conti V Multirib	Standard
CONTI V MULTIRIB POWER	Conti V Multirib Supreme	Supreme
CONTI SYNCHROBELT	Conti Synchroforce	Standard

Current Name	New Name	Performance level
CONTI SYNCHROFORCE CXP	Conti Synchroforce Advance	Advance
CONTI SYNCHROFORCE CXA	Conti Synchroforce Advance Pro	Advance
CONTI SYNCHROFORCE CARBON	Conti Synchroforce Supreme	Supreme
CONTI SYNCHROTWIN	Conti Synchrotwin	Standard
CONTI SYNCHROTWIN CXP	Conti Synchrotwin Advance	Advance
CONTI SYNCHROTRIB	Conti Synchrorib	Standard
CONTI SYNCHROTRIB CXP	Conti Synchrorib Advance	Advance
CONTI SYNCHROTRIB CXA	Conti Synchrorib Advance Pro	Advance
CONTI FALCON PD	Conti Falcon Pd	Supreme
CONTI SYNCHROLINE	Conti Synchroline	Standard
CONTI SYNCHROLINE CXP	Conti Synchroline Advance	Advance
CONTI SILENTSYNC	Conti SilentSync	Supreme
CONTI SYNCHROFLEX	Conti Synchroflex	Standard
CONTI SYNCHROFLEX Gen III	Conti Synchroflex Gen III	Advance
	Conti Synchromotion	Standard
CONTI SYNCHRODRIVE	Conti Synchrodrive	Standard
		Advance
		Supreme
CONTI SYNCHROCHAIN CARBON	Conti Synchrochain Carbon	Supreme
	Conti Synchrochain Supreme	Supreme

Naming formula and color code




V-belts

Color Code	Brand	Category	Performance	Icons
	Conti	VX Torque Team Advance		

Timing belts

Color Code	Brand	Category	Performance	Icons
	Conti	Synchroforce Advance		

SilentSync

Color Code	Brand	Category	Icons	
	Conti	SilentSync		G-1750

New icons on belts



Antistatic ISO 1813 or ISO 9563



Resistance against very high temperatures



Service-free*



Resistance against very low temperatures



Smooth running reduced polygon effect



Resistance against low & high temperatures



Matchmaker, set tolerance



SilentSync H.O.T. profile

The first step: New Advance belts

How does the new Advance belts look like

NEW article number - The new Advance belts will change from CR to A

Old = SPB2500CR

New = SPB2500A



Country of origin (“Made in”)

Old V-belts = produced in Slovenia (MADE IN SLOVENIA)

New V-belts = produced in India (MADE IN INDIA)

Characteristics of new belt

Look first and foremost for the country-of-origin mark. The new belt will have “MADE IN INDIA”.

Conti-V Advance made in Slovenia had only a white branding on the back, while the new from India have a yellow Continental logo, and round information icons for quick identifications. The profile and length are branded in white.

Prioritization of product

The prioritization is based on the production planning Jens S. has received from Continental for the three main product groups (SPA, SPA and SPC)

Profile	Test release	SOP	Air freight urgencies first arrivals at customer side	Other sea freight shipment arrival in Hannover planned for
SPB Advance	Done	CW 7	CW 9/10	April
SPC Advance	29/1/23	CW 7	CW 9/10	April
SPA Advance	29/1/23	CW8	CW 9/10	April
SPB Power	Released	CW4	CW 6/7	April
SPA Power	29/1/23	CW8	CW 9/10	April

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