

New Managing Director for Continental Tyre SA

Continental Tyre South Africa has announced the selection of Shaun Uys as its new Managing Director. Currently head of Marketing & Sales Replacement Tyres South Africa and Sub-Sahara, Uys will succeed Dieter Horni as MD effective 1 August 2015.



Shaun Uys

After six years in South Africa, Horni will be returning to Hanover in Germany to head the Business Development portfolio for the Middle East and African region.

"South Africa is a beautiful country, which has welcomed me and my family and I believe that this could be one of the wealthiest countries given the right political landscape," advocates Horni. "To take the economy forward, business and government will have to find a way to coincide in this complex environment."

Always a strong contender for business in Nelson Mandela Bay and South Africa, Horni is optimistic about the future of CTSA and believes that Uys has what it takes to traverse this landscape and expand the company's vision.

While serving as Sales and Marketing Manager, Uys set into motion CTSA's expansion into Sub-Saharan Africa and Africa as part of the Continental Tyre's long term growth strategy known as Vision 2025. "While our headquarters and manufacturing operations remain in South Africa, I believe that Africa holds enormous potential. To show our confidence and belief in this market, we have established a legal entity in Ghana and plan on establishing another in East Africa by 2020," said Uys.

With networks and partnerships in over 30 countries across Africa Uys is positive Continental can continue to expand its footprint in a range of African markets.

"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 have a product offering to meet those needs. I believe that this will be positively received as we branch out and expand further North," states Uys.

Uys, will be responsible for taking CTSA to the next level and he asserts that much of this would not have been possible without the solid foundation and momentum achieved under Dieter Horni's leadership. "Dieter brought his vast experience to CTSA and has prepared the organization for growth. Now as we embark on a new exciting chapter, I would like to thank Dieter for his significant contribution in setting the right tone and energy for our future development as an organisation," concludes Uys.

Uys joined Continental in 2000 as a Production Manager at the Port Elizabeth plant. He has held various positions within the organisation both locally and globally, including Head of pricing Truck Tyres, Marketing and Sales in Hanover, Germany; and Sales Director NAFTA replacement Truck Tyre business, Marketing and Sales in Charlotte, USA. On his return to South Africa, Uys was appointed as Project Manager to implement a tyre retail organisation for the Conti Trade division before taking up the role of General Manager, Sales and Marketing in 2012.

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