

New appointments for Continental EMEA region

Continental has re-organised its truck tyres replacement business in the Europe, Middle East and Africa region. Barry Guildford has been appointed sales director for truck tyres at Continental EMEA headquarters in Hanover. Daniel Gainza has been appointed as the new marketing director for the EMEA region, whilst Ralf Benack becomes the new retreading director.

In their new roles, Barry Guildford, Daniel Gainza and Ralf Benack will report directly to Constantin Batsch, head of the business unit truck tyres replacement business EMEA. Herbert Mensching, who has been director of sales and marketing for truck tyres EMEA since 1999, will be responsible for strategic project management and in his new function will continue to report directly to Constantin Batsch.

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