Continental – South African trademarks

Updated 8 November 2026

Continental is a German tyre and automotive technology company. It makes tyres for cars and trucks under the Continental brand, as well as industrial rubber products.

How Continental has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#411
largest trademark owner in South Africa (of 121,626)

144
trademarks filed

2
different logos published since 2020

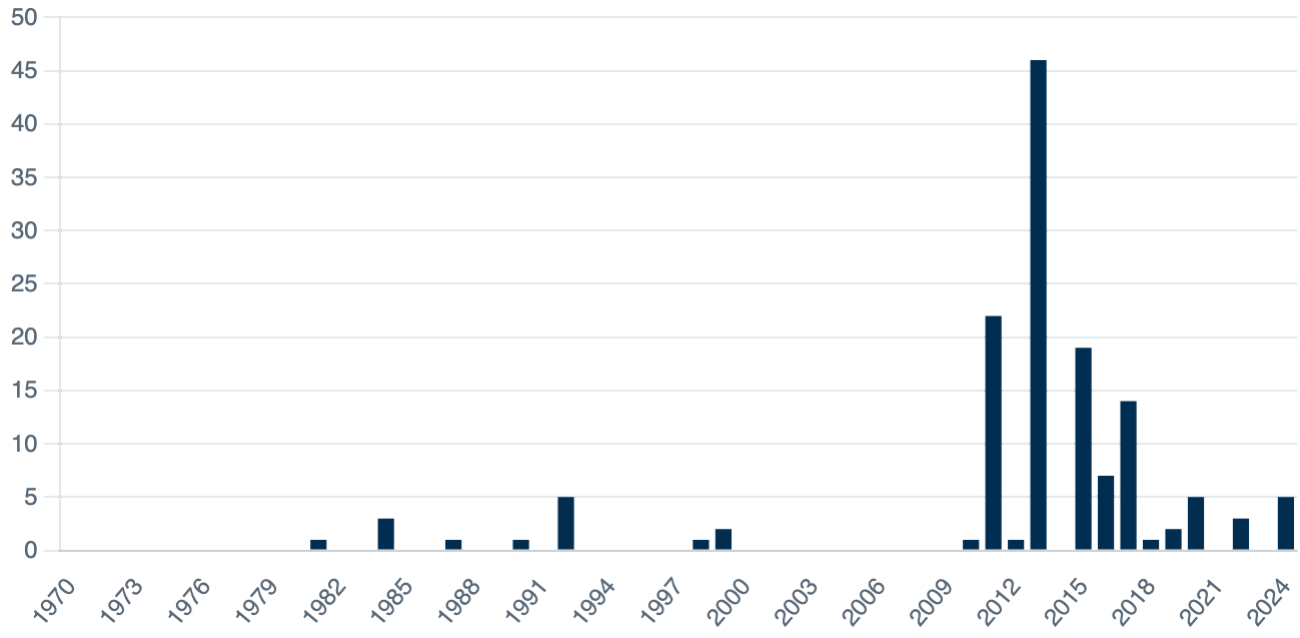
12
of 45 classes used

1953
first trademark filed

37
filed in the last 10 years

A portfolio built over time

Continental filed its first South African trademark in 1953 and has filed 144 since; its busiest year was 2013, with 46 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

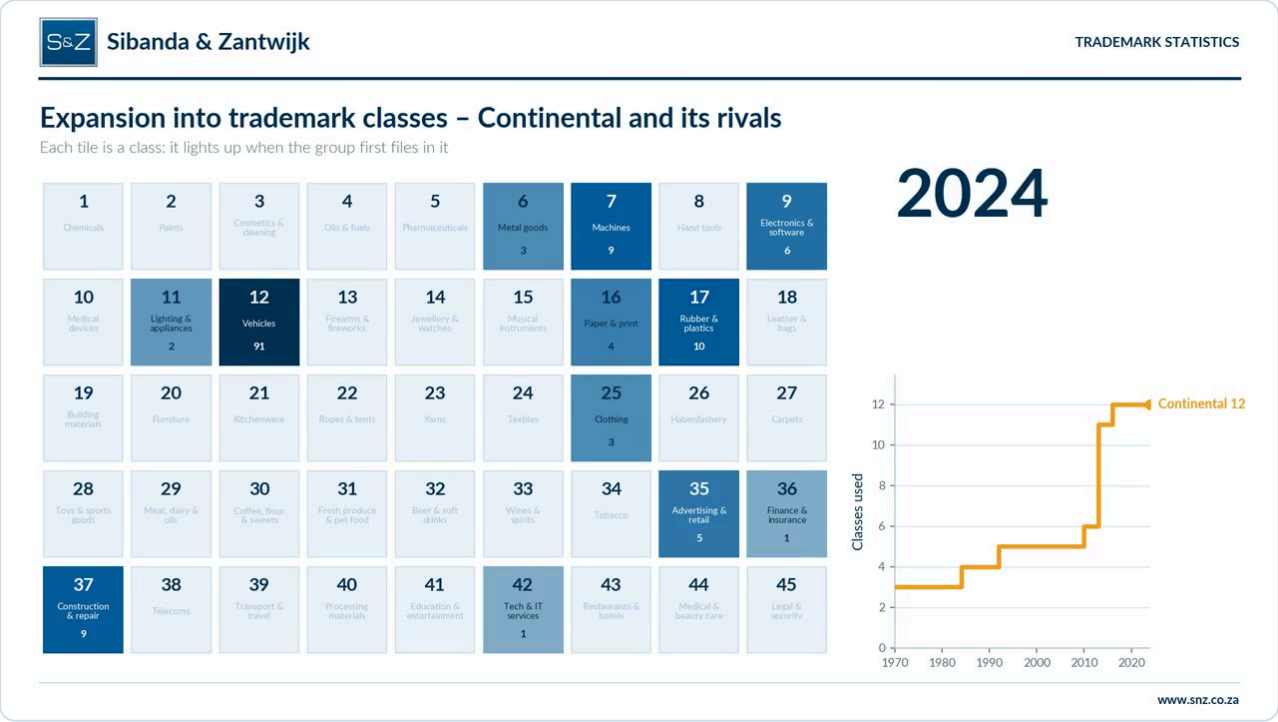
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Continental	211	1953–2024

Where Continental expanded its business

Trademark classes show what a business sells. Continental's portfolio is concentrated in vehicles (class 12), rubber & plastics (class 17), machines (class 7). Its most recent moves were into finance & insurance (2016), electronics & software (2013), advertising & retail (2013).

Continental trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/continental-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	91	63.2%	1953
17 Rubber & plastics	10	6.9%	1969
7 Machines	9	6.2%	1969
37 Construction & repair	9	6.2%	1984
9 Electronics & software	6	4.2%	2013
35 Advertising & retail	5	3.5%	2013
16 Paper & print	4	2.8%	2013
6 Metal goods	3	2.1%	2013

The brands Continental protects most

The word marks and logo names Continental has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CONTINENTAL	16	11	1953–2013
2	CONTINENTAL SINCE 1871	10	10	2013–2013
3	CONTI	9	6	1969–2015
4	FUTURE IN MOTION (THE)	7	7	2013–2013
5	CONTISURE WARRANTY	3	3	2016–2016
6	CONTITECH	3	3	1992–1992
7	CONTITRADE	3	3	2013–2013
8	FLEETPARTNER	3	3	2017–2017
9	TARAXAGUM	3	3	2015–2015
10	BLACK CHILI	2	2	2011–2011
11	BLACK CHILI COMPOUND	2	2	2011–2011
12	CONTI SILENT	2	2	2013–2013
13	Continental HPTA	2	2	2020–2020
14	SUPER CONTACT	2	2	1984–1984
15	AERO 111	1	1	2024–2024

Logos filed most often (since 2020)



3 filings · 3 classes

1 filing · 1 class

Continental's logos

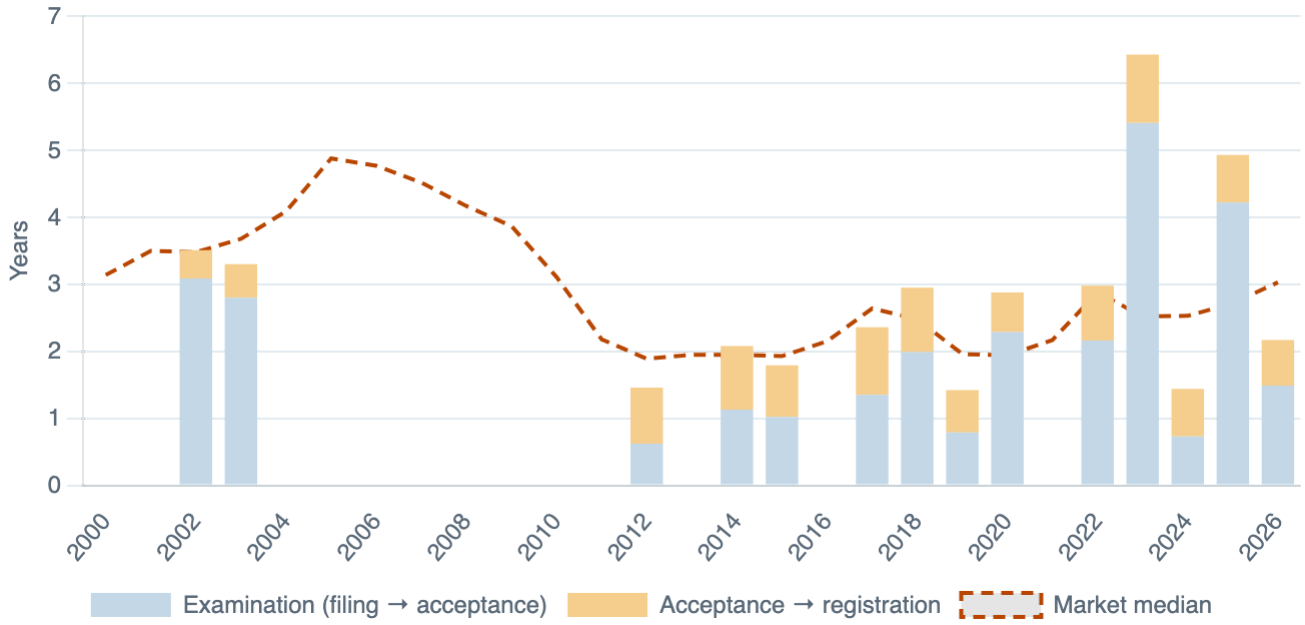
The 2 different logos Continental has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

FleetPartner	AGV-Master
3 classes	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Continental's marks took a median of **4.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

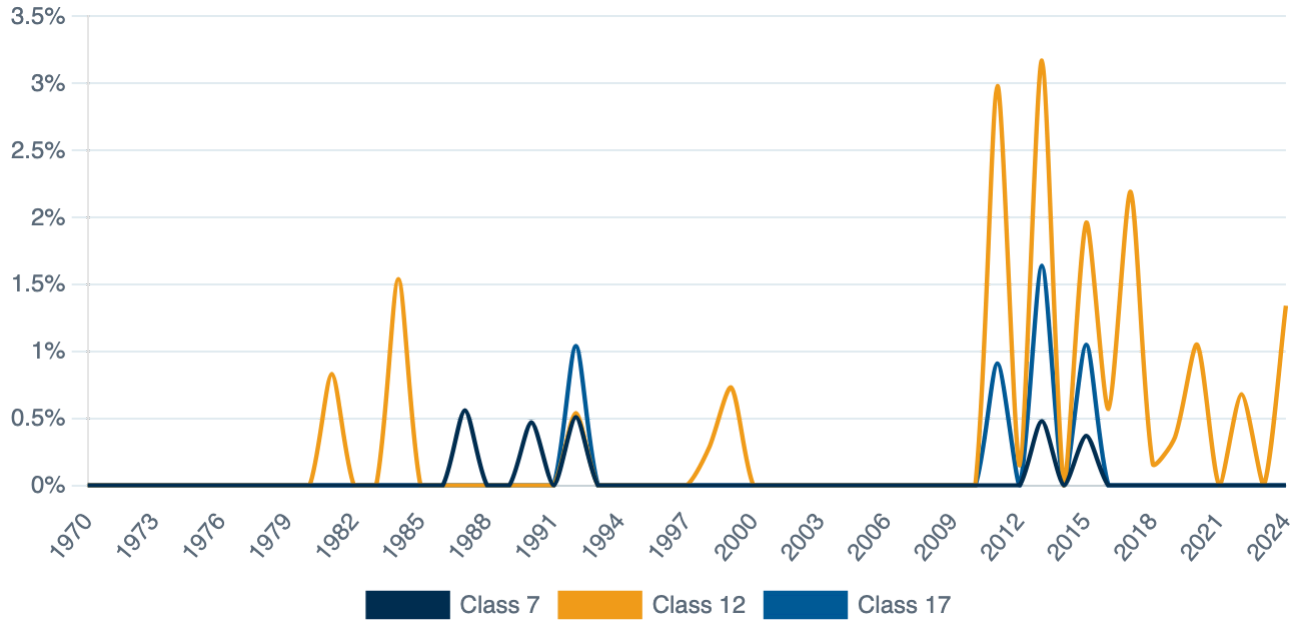


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Continental's classes

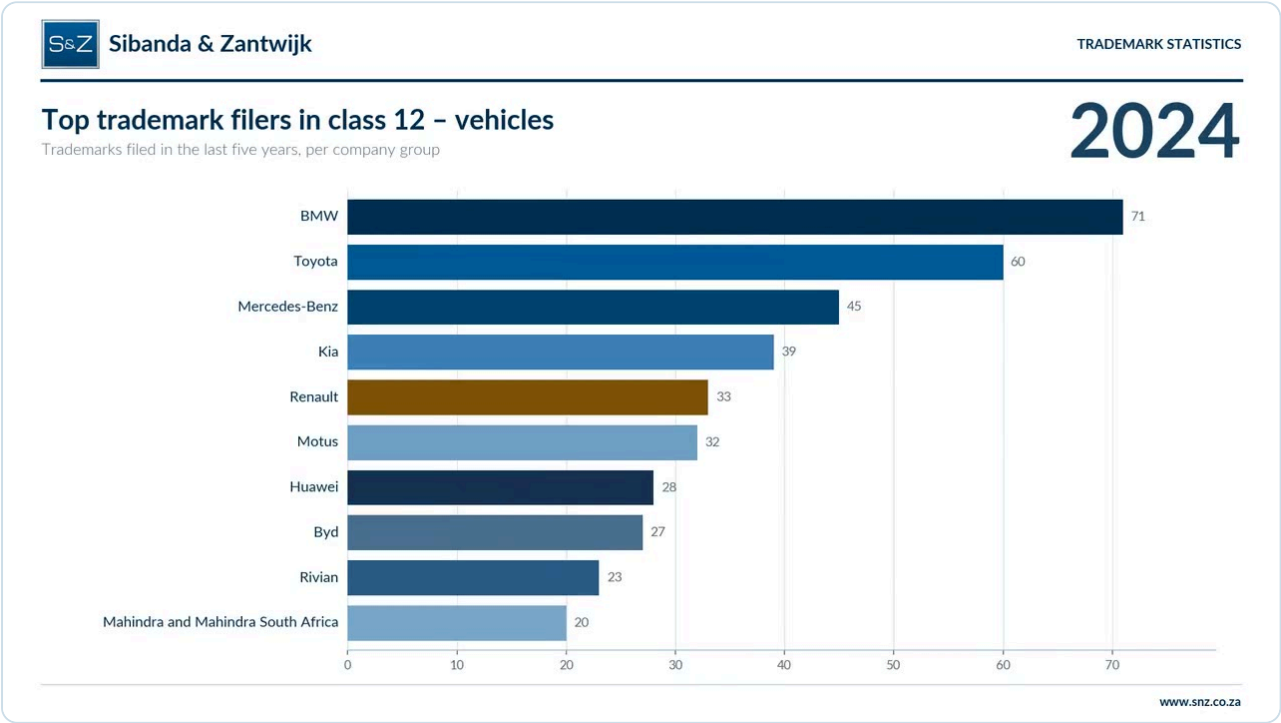
> Ranked by **number of trademarks filed in Continental's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Continental's market position, not who is most like it.

In the last five years, Continental was **#22** of 891 filers in class 12 (vehicles), with 12 of 2,078 trademarks.



Continental's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Continental

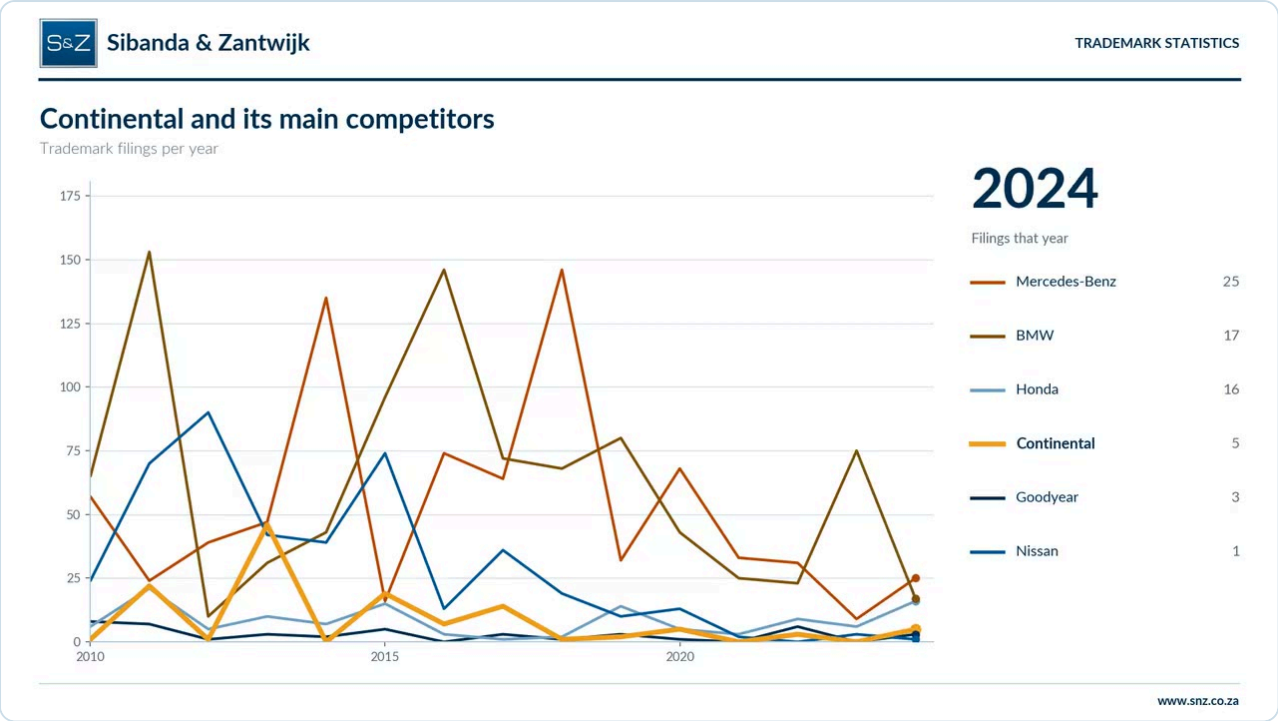


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/continental-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Continental

> Ranked by **how similar their whole trademark portfolio is to Continental's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Continental trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/continental-south-african-trademarks/competitors-video.html

Trademark filings per year: Continental (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Goodyear	–	85%
2	Mercedes-Benz	–	85%
3	Honda	–	85%
4	BMW	–	85%
5	Nissan	–	85%
6	Mahindra and Mahindra South Africa	–	70%
7	Kia	–	70%
8	Toyota	–	70%
9	Hyundai Motor	–	70%
10	Byd	–	70%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Continental – relevant export countries

South Africa exported **US$24.9 billion** of the goods Continental's main classes cover in the last year – tires; solid; wheels; parts (class 12); gutta-percha; asbestos; tapes (class 17); machines; machine tools; vacuum cleaners (class 7); computer software; sensors; applications; electronic (class 9); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Continental's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$9.3 billion	+1%	National	US$2,388
2	United States of America	70	US$2.2 billion	+4%	National	US$3,425
3	United Kingdom	64	US$1.9 billion	+2%	National	US$1,371
4	Türkiye	56	US$617 m	+13%	National	US$1,258
5	India	56	US$57 m	+8%	National	US$1,295
6	Canada	55	US$165 m	+1%	National	US$2,192
7	Australia	54	US$667 m	+2%	National	US$2,380
8	Hong Kong SAR	53	US$34 m	-0%	National	US$1,715
9	Russian Federation	51	US$16 m	+10%	National	US$1,915
10	Switzerland	50	US$209 m	+1%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	46	US$362 m	+9%	National	US$1,563 S&Z
2	Nigeria	44	US$126 m	-7%	National	US$1,015 S&Z
3	Egypt	44	US$107 m	+1%	National	US$2,278
4	Morocco	43	US$37 m	+25%	National	US$1,408
5	Tanzania	42	US$220 m	+7%	ARIPO	US$450 S&Z
6	Namibia	42	US$1.0 billion	+17%	ARIPO	US$450 S&Z
7	Zimbabwe	42	US$925 m	+12%	ARIPO	US$450 S&Z
8	Algeria	41	US$9.4 m	+33%	National	US$1,445
9	Malawi	40	US$165 m	+34%	ARIPO	US$450 S&Z
10	Mozambique	40	US$588 m	+8%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
CONTINENTAL	11	US$2,233	US$2,671
CONTINENTAL SINCE 1871	10	US$2,030	US$2,487
CONTI	6	US$1,218	US$1,748
FUTURE IN MOTION (THE)	7	US$1,421	US$1,932
CONTISURE WARRANTY	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Continental's five most-filed brands: word marks of **other companies** (not Continental's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to CONTINENTAL (classes 7, 9, 12, 17, 37; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CONTINENTAL SINCE 1871 (classes 7, 9, 12, 17, 37; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CONTI (classes 7, 9, 12, 16, 17, 37; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to FUTURE IN MOTION (THE) (classes 6, 7, 9, 12, 16, 17, 37; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CONTISURE WARRANTY (classes 35, 36, 37; searched 2018-08-29 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

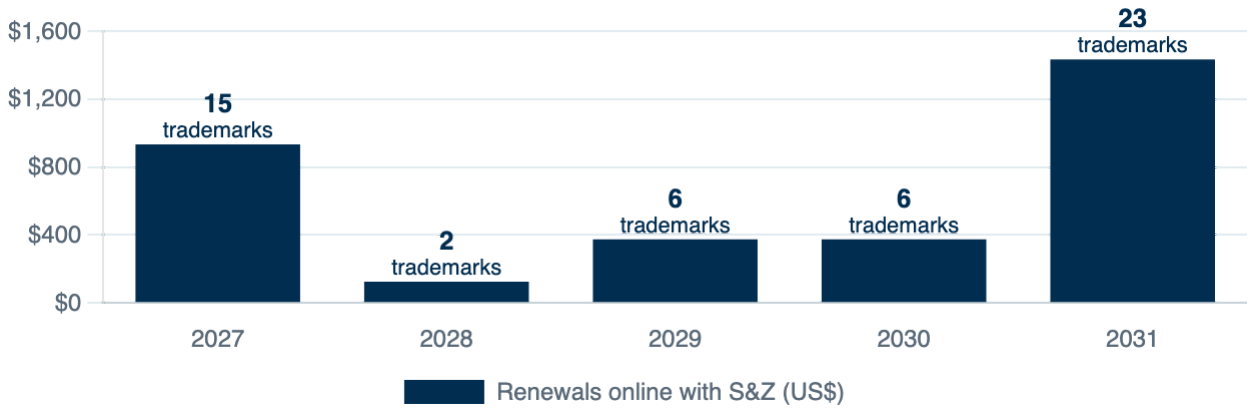
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Continental's next five years of renewals

52 of Continental's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,240** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za