

Martin Buday appointed new MD of Continental Tyre SA

Martin Buday was appointed the new managing director of Continental Tyre SA in 2020 but due to the Covid-19 pandemic and resultant travel restrictions, he was forced to work remotely from the Czech Republic where he previously served as general market manager and MD for the Czech and Slovak markets.



Martin Buday, MD, Continental Tyre SA

Now on South African soil, Buday has officially taken over the reins as MD, replacing Shaun Uys who took up a new assignment with Continental Tire in the United States. Buday has almost two decades of experience in the tyre industry, and the last 14 years with Continental in various roles in Europe, the Middle East and Africa.

“I’m very happy to finally be in South Africa, and I want to use this opportunity to thank to my colleagues from the executive management team for steering the organisation.” Buday states. “Despite the products being the same around the world, this is a new market for me, and I have to admit that still I need to gain a better understanding of the market environment. However, it’s already clear that the South African team is committed and has established a strong presence in the original equipment market and the replacement market.

“Now we need to focus on the long-term sustainability of our business and operations in South Africa, capitalising on our strengths, improving where and how we can, and exploiting all growth opportunities. We need to ensure that we make full use of the opportunities provided by Continental’s Vision 2030 strategy.”

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