**Goodyear challenges kids to draw the best tire of the future for enjoying winter**

**Goodyear celebrates kids’ love of winter by inviting them to participate to the #ReinventingTheWheel competition and draw the best winter tire of the future**

To celebrate the launch of the new Goodyear winter tire – the UltraGrip Performance Gen-1, Goodyear announces today the launch of its #ReinventingTheWheel competition. Through the [campaign website,](http://www.reinventingthewheel.goodyear.eu) Goodyear invites kids aged between 6 and 11 to draw the tires of the future and submit their piece of art by the 10th of January 2016.

Winter is a magical time in a child’s life. The wonder of snowmen, the thrill of snowball fights, and the coziness of hot cocoa by the fire make winter a season to look forward to all year long. Nevertheless winter also has its downsides like snowy, icy, slippery and hazardous roads. This year, children can help Goodyear innovate and find the perfect balance between safety and imagination by inventing the winter tires of the future!

To participate in the competition, children need to color a car drawing template, and add the best tires of the future they can think of. Parents need to download the car drawing template on the campaign’s website – <http://www.reinventingthewheel.goodyear.eu> and then submit their child’s piece of art via the same campaign website.

Participants can win an all-in family ski trip for five persons at the French ski resort Les Arcs 1800. The competition is opened to Belgium, Netherlands, France and United Kingdom.

***Fun Facts about Winter***

*Did you know that the snow and ice in normal conditions are not cold, but very warm materials that are only a few degrees from their melting point? Or that if the weather is cold, there is always “snow” falling, even when the sky is clear: these are not snowflakes, but moisture frozen out from the air?*

“While reaffirming our commitment for more safety and security to navigate winter conditions, Goodyear also means this program to stress their focus on innovation. With a history of 44 years of innovation and over 60 million UltraGrip tires sold, Goodyear promises more than just tires;

„Goodyear promises ‘peace of mind’ and

‘performance’“ states Alexis Bortoluzzi, Marketing Director Consumer EMEA.

By asking children inventing the tires of the future, Goodyear invites them taking part in its innovation process, constantly finding better solutions to enhance the winter tires performance..

This is Goodyear’s Innovation Center daily business: the team studies the science of snow every day to be able to meet higher safety and security standards.

So have in-depth research led to the development of the new winter tire, Ultra Grip Performance, which outstands its predecessors by providing excellent grip and high handling performance in all winter conditions thanks to the innovative SnowControl technology that introduces improved siping, an evolved tread pattern and block stiffness.

What if the next Ultra Grip Performance tire would be inspired by an insight spotted on the children’s drawing? Let’s start reinventing the wheel!

**About Goodyear**

*Goodyear is one of the world’s largest tire companies. It employs about 66,000 people and manufactures its products in 49 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.*

*For more information about Goodyear and its products, go to* [*www.goodyear.com/corporate*](http://www.goodyear.com/corporate)*.*