



Goodyear Webinar Eagle F1 Asymmetric 3

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@GoodyearPress #UHPwebinar



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GOODYEAR Eagle F1 Asymmetric 3

Ultra High Performance growth through Original Equipment requirements

Performance – earlier and today

Golf I GTi

185/60R14 T



1976

Golf III GTi

195/50R15 H



1991

Golf VII GTi

225/45R17 W



2013

Characteristics	Golf I	Golf III	Golf VII	Reason for evolution
Width	185 →	195 →	225	Increase contact patch due to more power & higher speed
Ratio	60 →	50 →	45	Improving torsional rigidity for better handling
Rim	14 →	15 →	17	More room for larger brakes due to higher speed capability
Speed	T →	H →	W	Increase speed capability due to more power

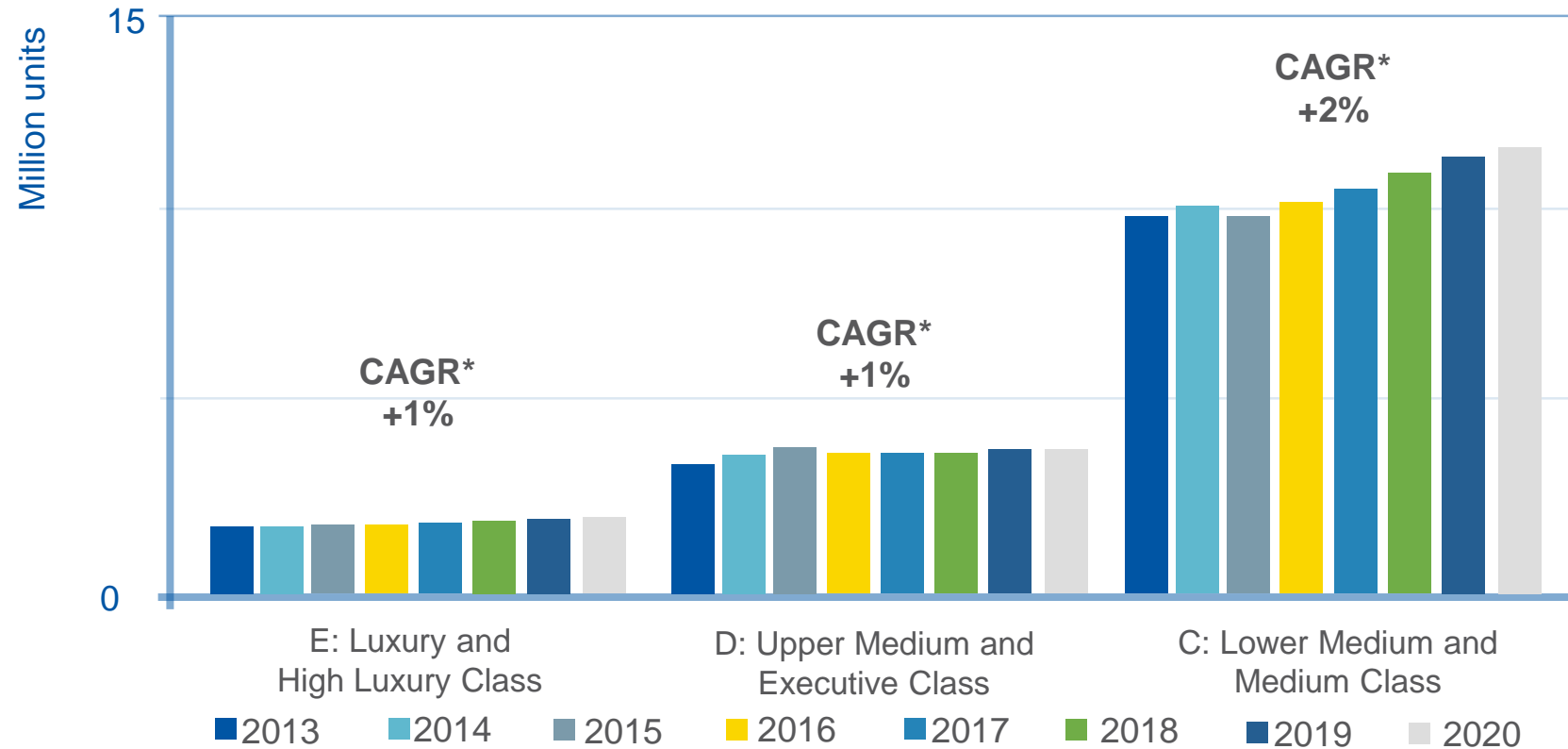


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GOODYEAR Eagle F1 Asymmetric 3 Light Vehicle Sales Forecast by Type (EMEA)

2013 – 2020

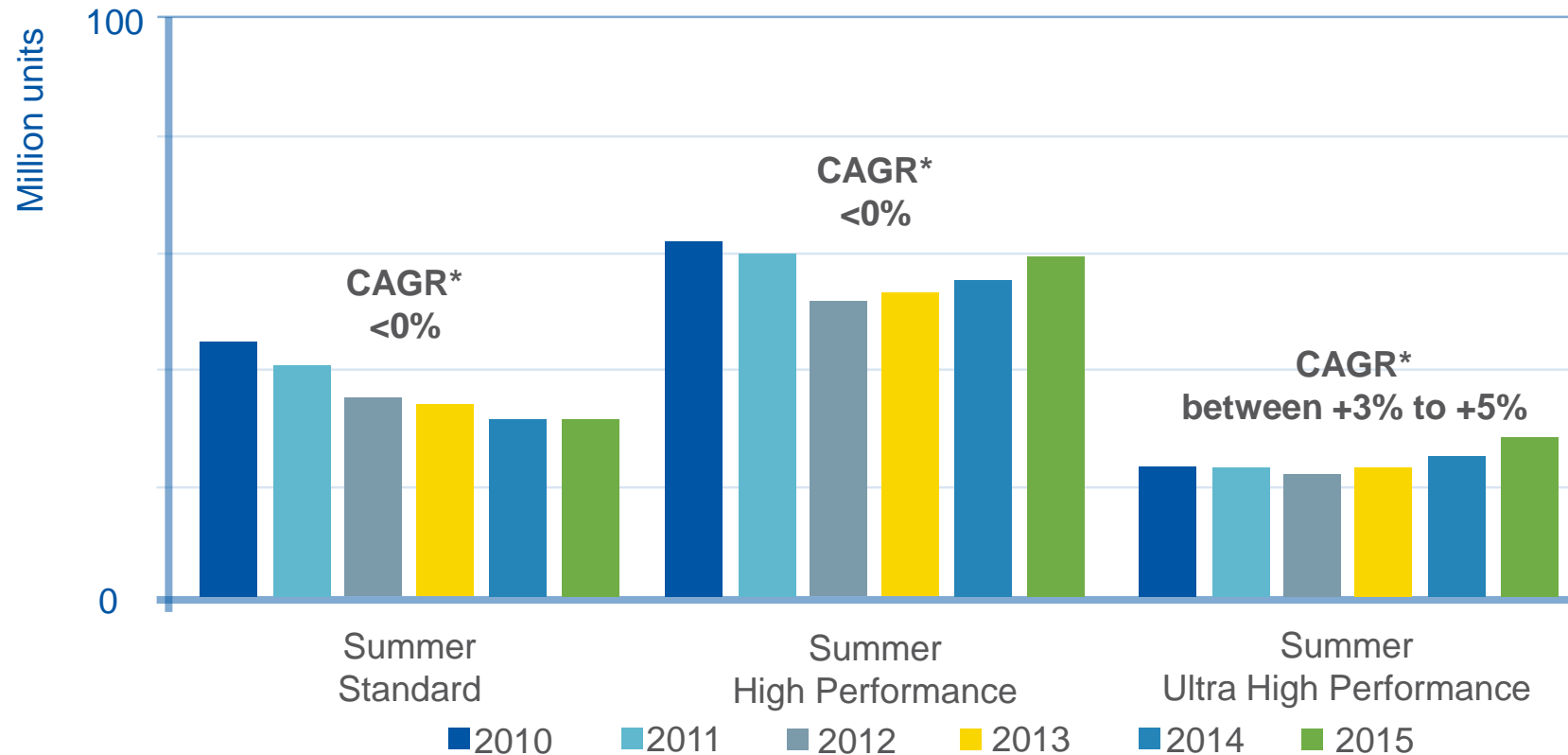




GOODYEAR Eagle F1 Asymmetric 3

Summer Tire Market by Segment (EU + Turkey) excl. SUV & Run On Flat

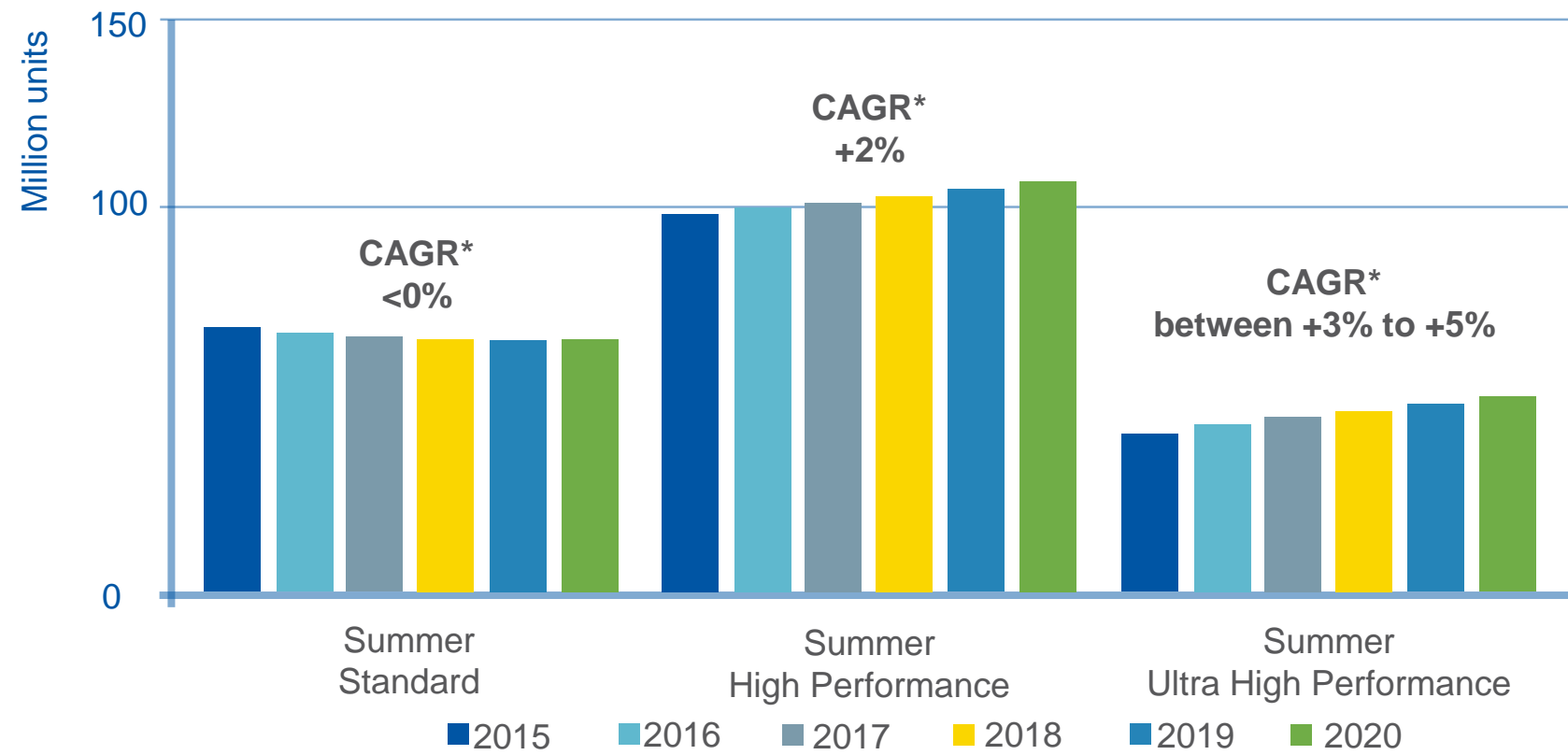
2010 – 2015





GOODYEAR Eagle F1 Asymmetric 3 Summer Tire Market by Segment (EMEA) excl. SUV & Run On Flat

2015 – 2020



Source: Goodyear Data
* Compound Annual Growth Rate



GOODYEAR Eagle F1 Asymmetric 3

What Goodyear stands for

GOODYEAR



sells more than just tires. Goodyear sells ...

“FEEL GOOD”



PEACE OF MIND



We believe in safety that enables you to live life to the fullest.



EMPOWERMENT



We exist to empower drivers to make the most out of the journeys in life.



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GOODYEAR Eagle F1 Asymmetric 3

Who is the Goodyear target group?



The common ground

Trust seekers



Care seekers



- Pay more for high quality products
- Never compromise their own and their family's safety
- Less interested in a car's mechanics
- More environmentally conscious than the average buyers/users.

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Source

- Segmentation TGI Europe 2014, Target Group Overview 2014
- GDTE Personas 2014



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What consumers want - by importance

	Total sample (1,001 consumers)	Performance & SUV (256 consumers)	Trust seekers (412 consumers)	Care seekers (506 consumers)
...that allows for a short braking distance (wet and dry)	71	71	81	81
...that is particularly good on wet roads/has a good wet grip	69	71	79	79
...that offers good mileage	68	70	78	77
...that is particularly good on high speed braking	68	72	78	80
...that provides good dry handling	67	71	75	76

Braking is the **number 1** feature that **UHP consumers** are looking for in tires, followed by **good wet grip** and **dry handling**. **Mileage** is also important for UHP consumers.



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Source
• TNS UK – Consumer Needs Research 2014



GOODYEAR Eagle F1 Asymmetric 3

Rational for the new product

New product line to extend leadership position in the growing Summer UHP segment




- Deliver on key needs of consumers with most advanced technology as safety-driven innovator
- Winning in competitive landscape
- OE nominations with leading car manufacturers
- Competitive in labelling
- Grow business



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GOODYEAR Eagle F1 Asymmetric 3 Performance objectives (vs predecessor)

 Priority	 Item	 Improvement required
A	Dry braking	+++
A	Wet braking	+++
A	Wet handling	++
A	Dry handling	++
B	Rolling resistance	++
C	Aquaplaning	=
C	Noise	=
C	Mileage	=

Delivering **shorter braking, better handling** and **fuel economy** all together has been an enormous challenge for our engineers.



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GOODYEAR Eagle F1 Asymmetric 3 Active Braking Technology



Feature

- Active Braking Technology
- Long shoulder blocks

Benefit

- Reduced braking distance in wet and dry conditions
- Shorter dry braking



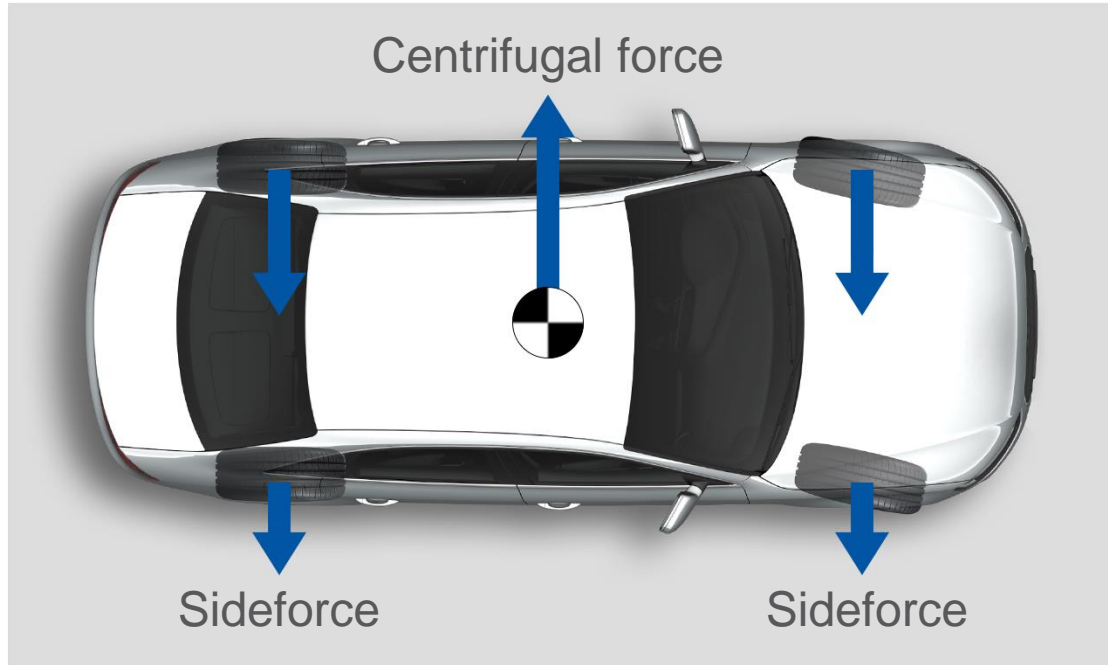
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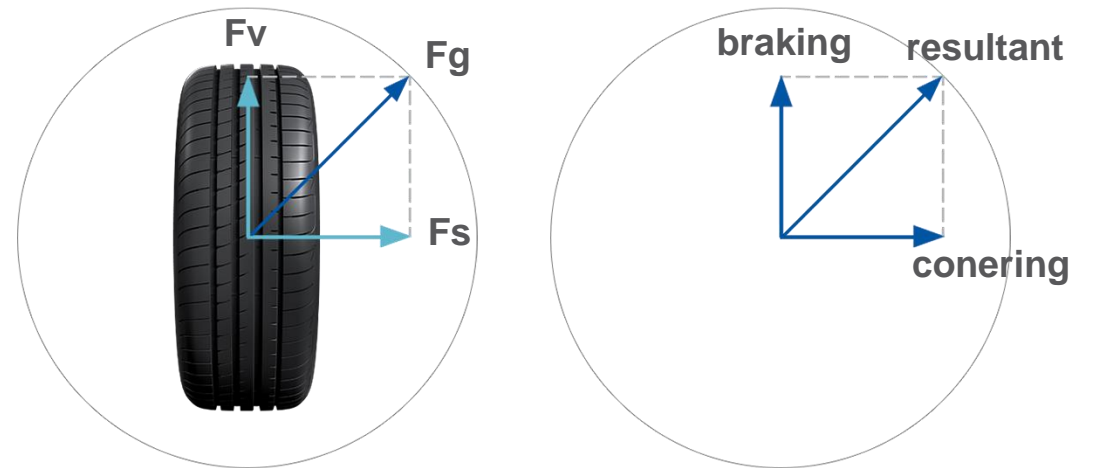
GOODYEAR Eagle F1 Asymmetric 3

Grip: introduction

Example of cornering force generated on the tire



Grip of the tire can be linked to the longitudinal (braking) and lateral forces (cornering/handling) acting on a tire

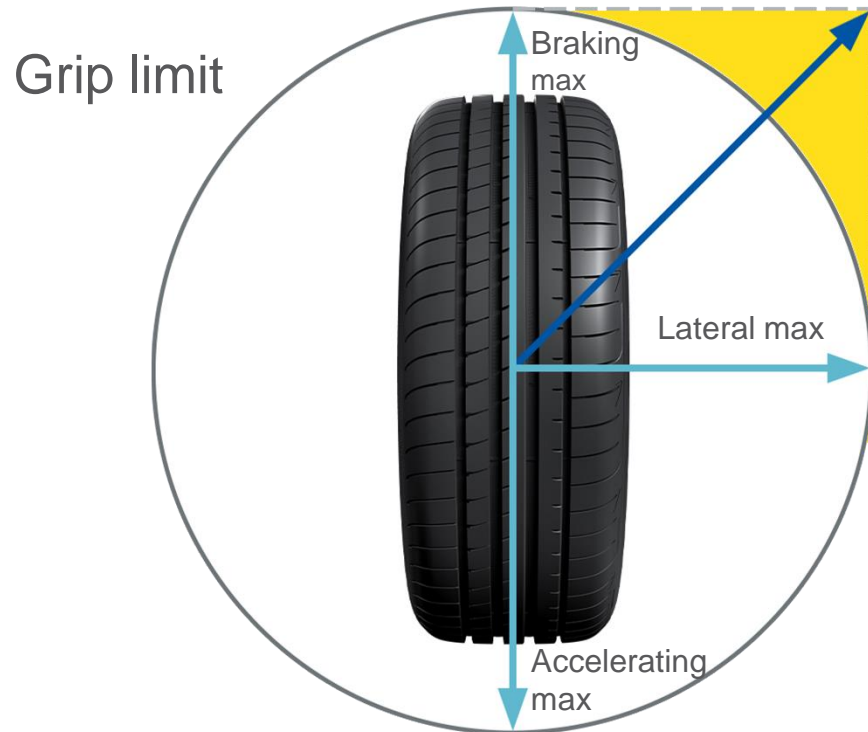




GOODYEAR Eagle F1 Asymmetric 3

Grip: the grip limit and circle

Example of cornering force generated on the tire



- Grip of the tire can be linked to the longitudinal (braking) and lateral force (cornering/handling)
- The grip limit can be expressed by a circle

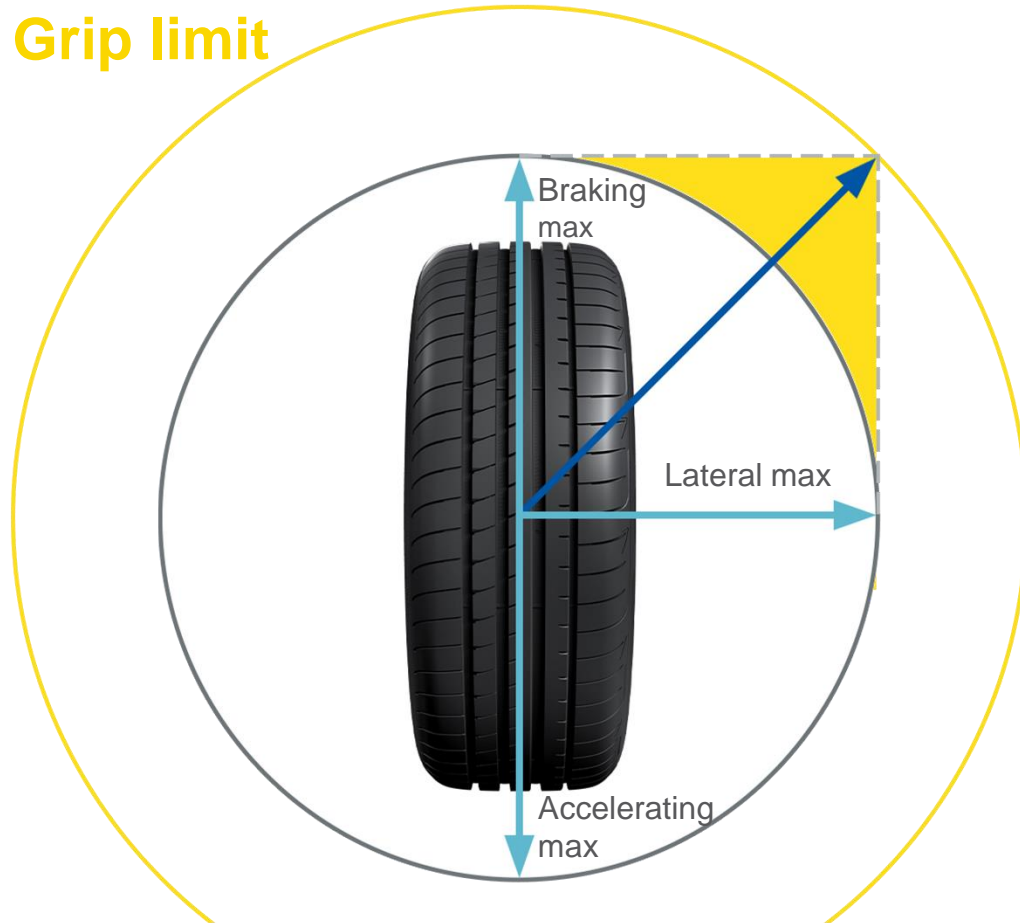
You can't use the max lateral (speed in curve) combined with the max braking (in straight line)



GOODYEAR Eagle F1 Asymmetric 3

Grip: the grip limit and circle

Grip limit



- New adhesive resin in compound boosts traction / grip in wet and dry conditions.





GOODYEAR Eagle F1 Asymmetric 3 FABs – New lightweight technology

LAY OUT!



Feature


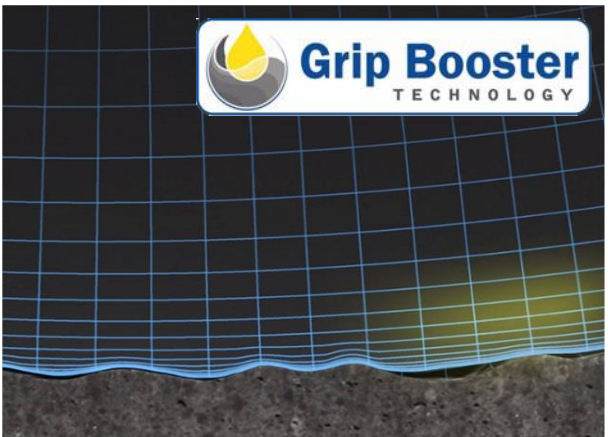
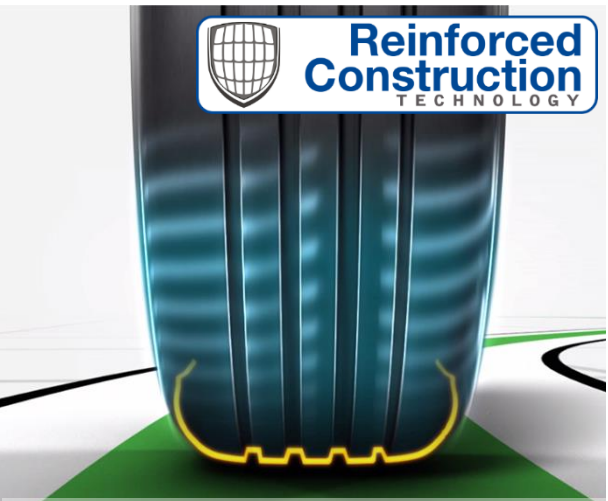
- New lightweight technology
- New reinforced construction concept
- Optimized cavity and pattern

Benefit

- Reduced tire response time
- Improved handling
- Improved cornering stiffness
- Improved tread wear



GOODYEAR Eagle F1 Asymmetric 3 Summary

Benefits	Shorter braking distance	Increased grip for handling and control	Steering precision and durability
Area	Tread pattern	Compound	Construction
Feature	 <p data-bbox="741 668 1123 762">ActiveBraking TECHNOLOGY</p> <ul data-bbox="570 1168 978 1205" style="list-style-type: none">• Long shoulder blocks	 <p data-bbox="1360 676 1742 768">Grip Booster TECHNOLOGY</p> <ul data-bbox="1182 1105 1702 1190" style="list-style-type: none">• Grip Booster Compound with adhesive resin for stickiness	 <p data-bbox="1972 676 2354 768">Reinforced Construction TECHNOLOGY</p> <ul data-bbox="1793 1168 2303 1205" style="list-style-type: none">• Optimized cavity and pattern



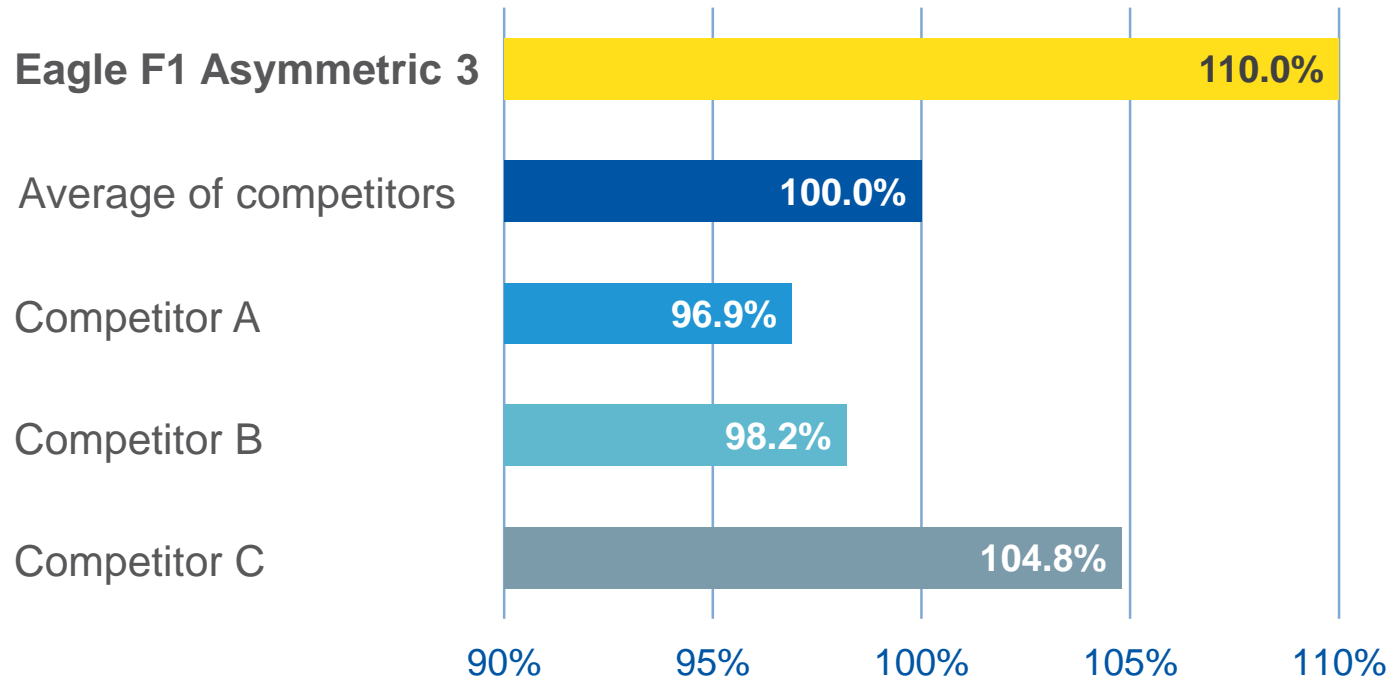
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GOODYEAR Eagle F1 Asymmetric 3 EF1AS3 vs competition – Wet braking

Wet Braking LOW μ performance* (%)

Low Friction



Tested by**



- ABS-braking
- Speed range: 80 to 20 km/h
- Tested on low μ wet surface
- Result Eagle F1 Asymmetric 3:
⊗ Stopping distance 34.9 m



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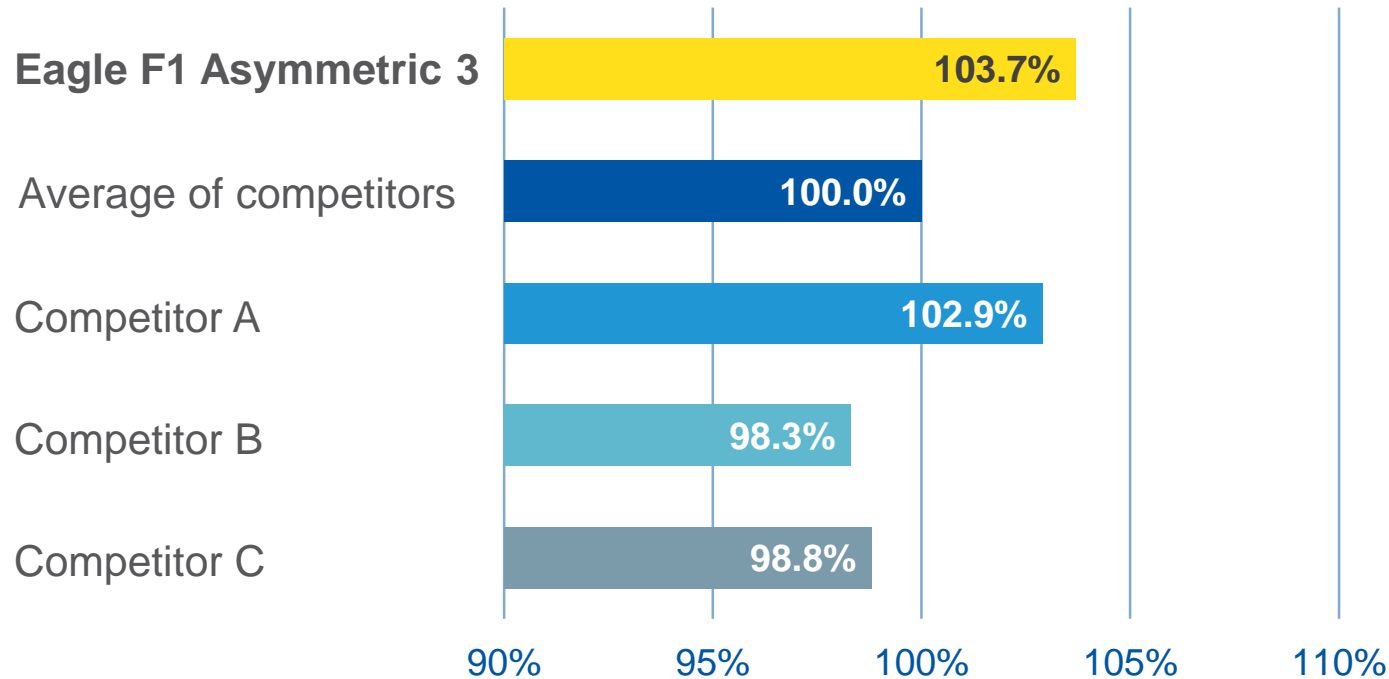
* The calculation of the percentage performance is based on the mean deceleration values resulting from the measured braking distances.

** Tested by TÜV SÜD Product Service GmbH in Sept - Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.



GOODYEAR Eagle F1 Asymmetric 3 EF1AS3 vs competition – Dry braking

Dry Braking performance* (%)



Tested by**



- ABS-braking
- Speed range: 100 to 0 km/h
- Tested on dry asphalt
- Result Eagle F1 Asymmetric 3:
⊗ Stopping distance : 34.1 m



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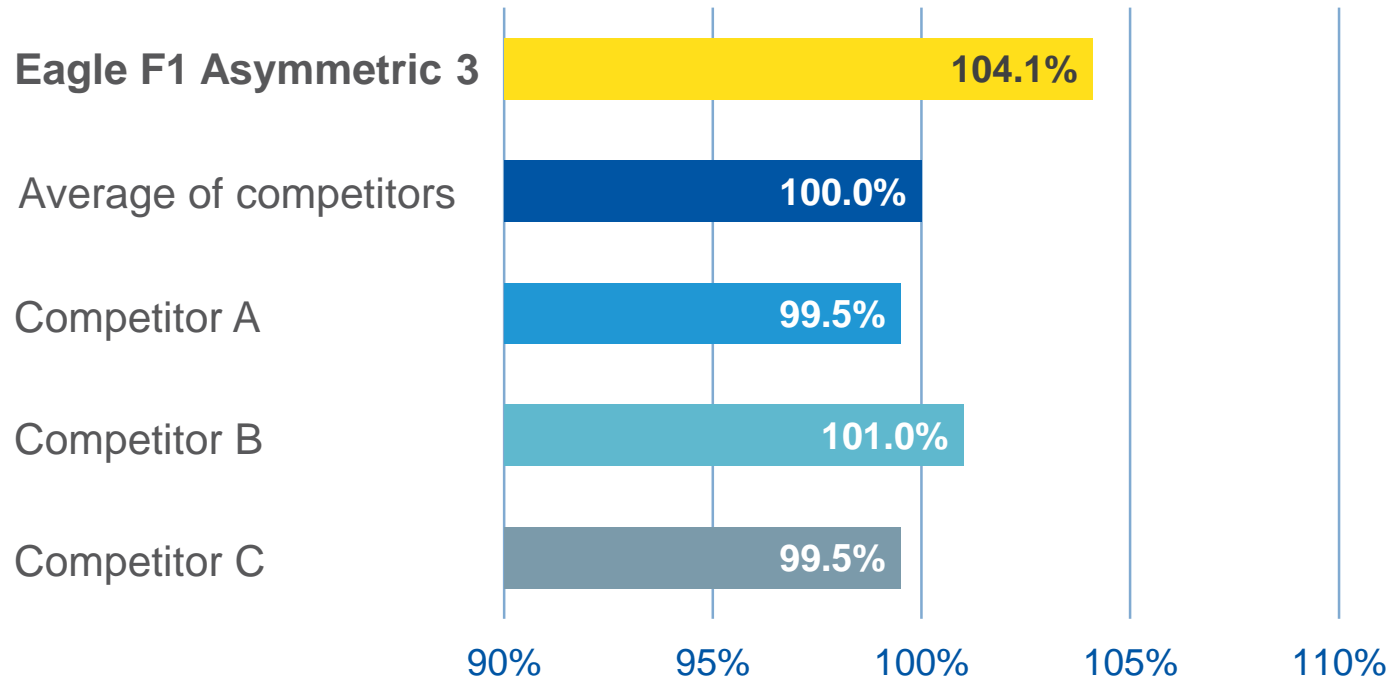
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GOODYEAR Eagle F1 Asymmetric 3 EF1AS3 vs competition – Wet Handling

Wet Handling performance* (%)



Tested by**



- ESP off
- Subjective assessment & lap times
- Handling track with wet asphalt, length: 1700 m
- Result Eagle F1 Asymmetric 3:
 - ⊗ Speed: ~94.8 km/h
 - ⊗ Rating (out of max. 10): 8.9

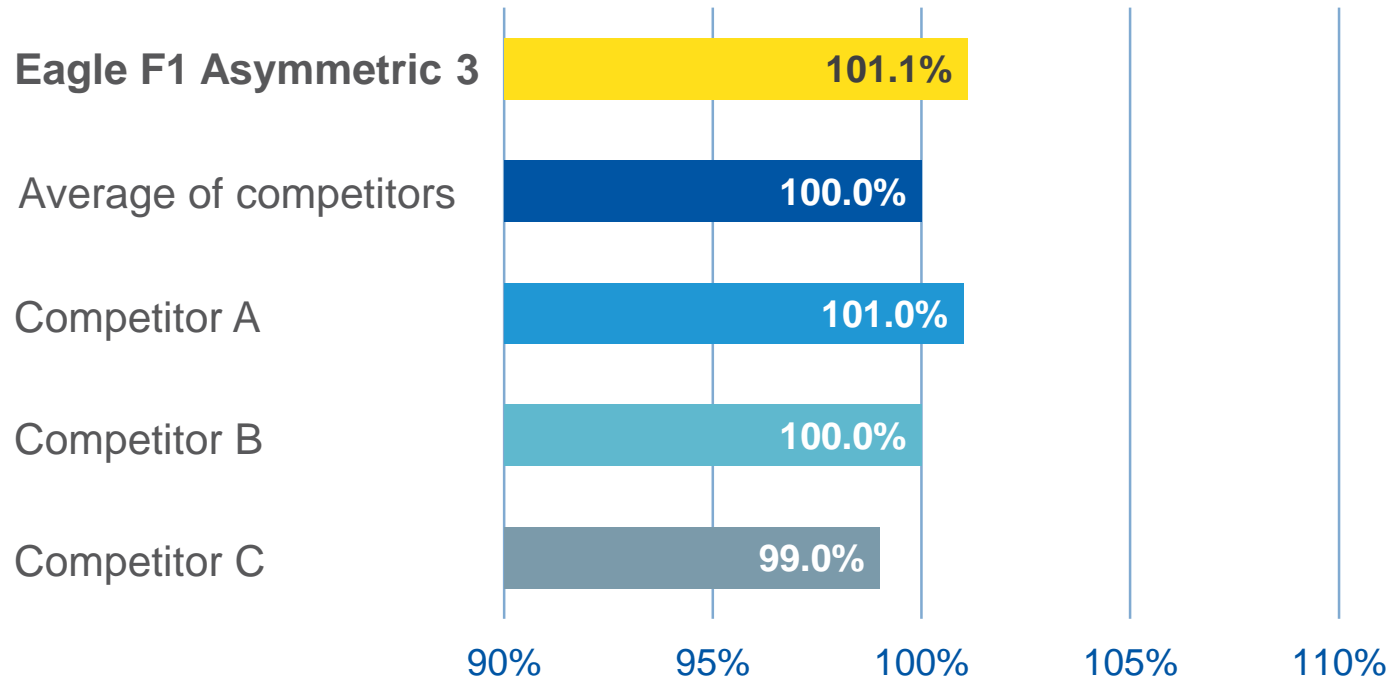
* The calculation of the percentage performance is based on the speed and the rating scores (at the ratio 2:1).

** Tested by TÜV SÜD Product Service GmbH in Sept - Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.



GOODYEAR Eagle F1 Asymmetric 3 EF1AS3 vs competition – Dry Handling

Dry Handling performance* (%)



Tested by**



- ESP off
- Subjective assessment & lap times
- Handling track with dry asphalt, length: 3100 m
- Result Eagle F1 Asymmetric 3:
 - ⊗ Speed: ~115.4 km/h
 - ⊗ Rating (out of max. 10): 8.4

* The calculation of the percentage performance is based on the speed and the rating scores (at the ratio 2:1).

** Tested by TÜV SÜD Product Service GmbH in Sept - Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.

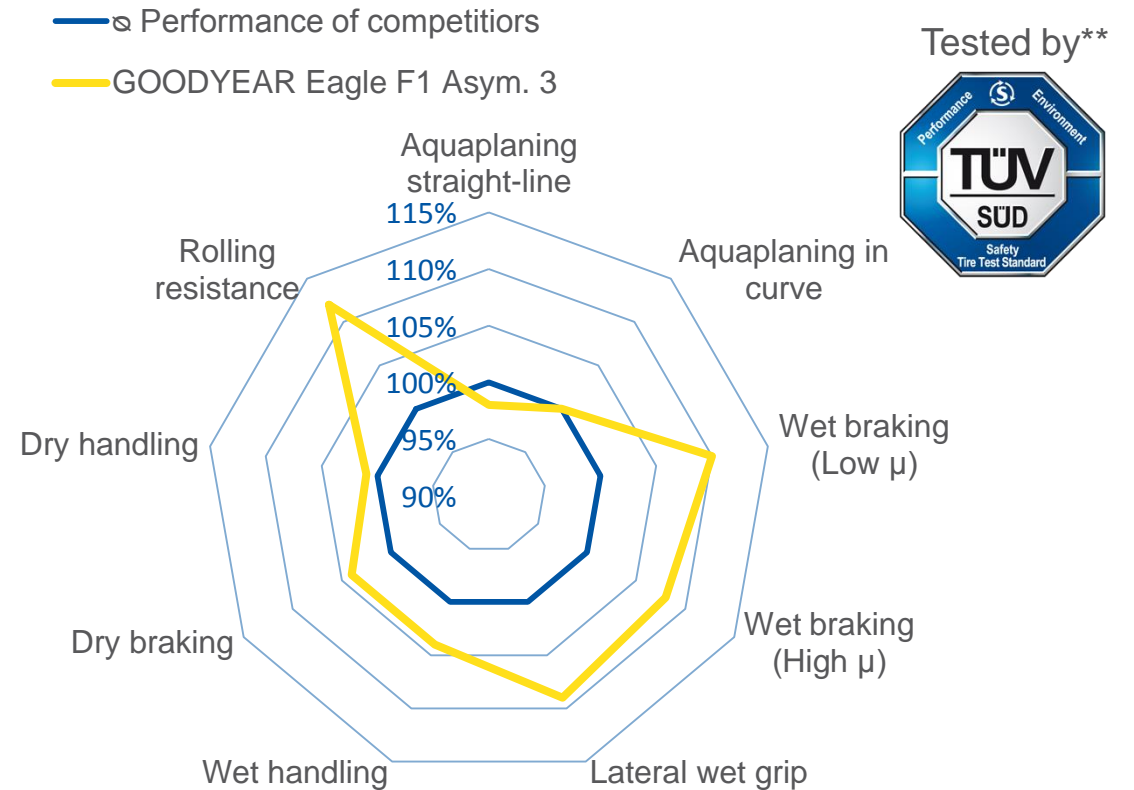


GOODYEAR Eagle F1 Asymmetric 3

EF1AS3 vs. competition

Summary of results

	Eagle F1 Asymmetric 3	Performance of competitors	best competitor	worst competitor
Aquaplaning straight-line	98%	100%	104%	97%
Aquaplaning in curve	100%	100%	111%	90%
Wet braking (Low μ)	110%	100%	105%	97%
Wet braking (High μ)	108%	100%	101%	99%
Lateral wet grip	109%	100%	101%	99%
Wet handling	104%	100%	101%	99%
Dry braking	104%	100%	103%	98%
Dry handling	101%	100%	101%	99%
Rolling resistance	112%	100%	114%	92%



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* Tested by TÜV SÜD Product Service GmbH in Sept - Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.



GOODYEAR Eagle F1 Asymmetric 3

NEW Goodyear Eagle F1 Asymmetric 3
Stay in control to enjoy the journey

TUV testing – Key Results

- 2.6 meters shorter braking distance on Wet roads*
- 1.3 meters shorter braking distance on Dry roads*
- 4% better Wet handling*

* Compared to average performance of 3 latest designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by TÜV SÜD Product Service GmbH in Sept – Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.



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GOODYEAR Eagle F1 Asymmetric 3 Dekra Treadwear Test Outcome

Mileage testing results:

Eagle F1 Asymmetric 3 provides 11,528 km extra mileage, or 31% better wear performance*



MILEAGE

Goodyear Eagle F1 Asymmetric 3



Average of competitors tested



80% 90% 100% 110% 120% 130% 140%

Highest percentage refers to the best performance (highest mileage)

31% better wear performance on front axle.
Test conducted on front wheel drive vehicle.
Converted to mileage this improvement represents an increase of 11.528 km in wear performance.



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*Compared to average performance of 3 latest designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by DEKRA in Sept – Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW GOLF VII - 150 CV; Test Locations: open road test circuit FP01 with test conditions described in test #2015-137.



Fitted by leading car manufacturers. Successful Eagle family Original Equipment fitments.



Jaguar XF
Goodyear Eagle F1 Asymmetric 3



Mercedes-Benz E-Class
Goodyear Eagle F1 Asymmetric 3



Alfa Romeo Giulia
Goodyear Eagle F1 Asymmetric 3



Chevrolet Camaro
Goodyear Eagle F1 Asymmetric 3



Audi A8**



Audi A7**



Audi A6**



Audi A6 Allroad*



Audi Q3*



BMW 1-Series*



BMW 4-Series*



Ferrari California**



Fiat 500 X*



Ford Focus ST*



Maserati Quattroporte***



Mercedes-Benz A-Class*



Mercedes-Benz B-Class*



Mercedes-Benz C-Class*



Mercedes-Benz CLA-Class*



Mercedes-Benz CLS-Class***



Mercedes-Benz S-Class*



Opel Insignia**



Peugeot RCZ-R*



Porsche 911*



Porsche Boxster***



Porsche Boxster S**



Porsche Cayman*



Porsche Cayman S**



Porsche Panamera***



Renault Clio RS 200 EDC*



Volkswagen Tiguan***



* Goodyear Eagle F1 Asymmetric 2 / ** Goodyear Eagle F1 Asymmetric / *** Eagle F1 GSD3

Eagle F1 Asymmetric 3





GOODYEAR Eagle F1 Asymmetric 3 OE – new fitments overview



Jaguar XF



Mercedes Benz E-Class



Chevrolet Camaro



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GOODYEAR Eagle F1 Asymmetric 3

NEW Goodyear Eagle F1 Asymmetric 3
Stay in control to enjoy the journey

THE new performance tire that delivers you shorter braking distances on wet and dry roads* so that you are in control and ready to enjoy the journey.

1

Shorter braking distance on Wet & Dry roads*

2

Increased grip for responsive handling and control

3

Fitted by leading car manufacturers



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* Compared to average performance of 3 latest designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by TÜV SÜD Product Service GmbH in Sept – Oct 2015 by order of Goodyear Dunlop. New UHP, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268.



Questions



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