

PRESS RELEASE

May 2016, Brussels, Belgium



MADE TO FEEL GOOD.

Winter tires solve the SUV paradox for safer winter driving

- SUV drivers have an extra reason to feel safer: Goodyear's UltraGrip Performance SUV Gen-1 winter tire delivers shorter braking distances on dry, wet and icy roads.¹

Continuously improving its top-notch winter tire technologies, Goodyear launches a new tire aimed at SUVs: the UltraGrip Performance SUV Gen-1. The youngest member of the UltraGrip winter tire family is available from May 2016.

SUV drivers often feel safer in their bigger vehicle, particularly when equipped with four-wheel drive, hence tending to think they don't need winter tires. It is however even more important for these vehicles to be equipped with appropriate tires in winter conditions.

Making SUVs actually safer

Due to their size, SUVs and 4x4's increase the drivers' confidence. These vehicles are however heavier and their center of gravity is higher than that of passenger cars. As a consequence, forces applying to the tire are stronger, making braking and handling more challenging. A paradox that Goodyear has solved.

Alexis Bortoluzzi, Goodyear's Marketing Director Consumer EMEA: "*With SUVs, we were facing a real paradox. So we leveraged both our experience in SUV tires and our top-notch winter tire technologies and we enhanced our award-winning UltraGrip Performance line for SUVs. Thanks to its modified design, the UltraGrip Performance SUV Gen-1 delivers enhanced² grip and therefore safer driving on wintery roads.*"

¹ Compared to the average performance of 3 latest designs for main competitors for Winter SUV HP segment. Tested by TÜV SÜD Product Service GmbH in Feb – Mar 2016 by order of Goodyear Dunlop. New Winter HP SUV, Tire Size: 235/65 R17; Test Car: Audi Q5; Test Locations: Mireval (F), Saariselkä (FIN); Report No. 713074748 -02. Scores for snow braking: Michelin Latitude Alpin – 100.1; Goodyear UltraGrip Performance SUV Gen-1 – 100; average of leading competitors – 98.1. Part of test specified above with report No. 713074748-02.

² Compared to predecessor Goodyear Ultragrip +SUV

Main technologies and features of the UltraGrip Performance SUV Gen-1

1. Interlocking sipes and tread design

Goodyear's engineering explained: In order to balance the higher load (or weight) of the vehicle, the tire needs to be more rigid ("stiffness"). This bigger stiffness of the tire blocks enhances, amongst other benefits, the handling on dry roads. Despite the stiffness, however, the blocks remain flexible (due to the particular design of the sipes), which enhances grip on snow.

Technology: 3D BIS (Block Interlocking System)

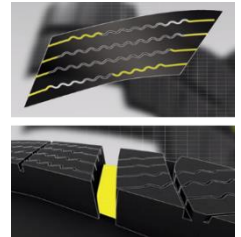
Benefits: Better balance between dry handling and snow performance



2. SUV optimized sipe and block arrangements

Goodyear's engineering explained: The blocks are now angled, instead of being totally straight, which improves grip on snow.

Benefits: Enhanced braking and traction on snowy and icy roads

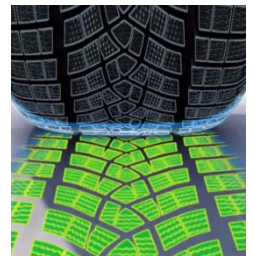


3. Optimal road contact patch

Goodyear's engineering explained: As the vehicle is heavier, the load on the tire is higher. In order to work against these bigger forces, the tire width ("footprint") has been increased compared to its predecessor³. Having more rubber on the road means more surface contact, which improves stability.

Technology: ActiveGrip

Benefits: Enhanced grip and braking performance



4. Tread optimal performance indicator

Goodyear's engineering explained: Along the life of the tire, the snow symbol designed on the tire gradually disappears. Once completely erased, the tire needs to be replaced to ensure optimal winter performance.

Technology: TOP Indicator

Benefits: Allows the driver to change tires at the correct interval to ensure optimal winter performance



³ Predecessor: Goodyear Ultragrip SUV+

45 years of excellence in winter tires

Goodyear launched its first UltraGrip tire in 1971, a winter tire range that engineers have continued to improve. Continued innovation over the last 45 years has made Goodyear one of the leaders of the winter tire market. Consumers have embraced the UltraGrip family with over 60 million tires bought since then⁴. The SUV and 4x4 car production has increased sharply in EMEA since 2012⁵ and is expected to grow steadily in the coming years. With the launch of this UltraGrip Performance SUV Gen-1, we can anticipate that it will fulfill the growing demand.

Goodyear's UltraGrip once more TÜV's performance leader

The UltraGrip family has been lauded over and over in tests conducted by renowned automotive and test magazines and independently run tests. Reiterating the success of the UltraGrip family in tire tests, Goodyear's UltraGrip Performance SUV Gen-1 outclassed the competition during TÜV tests⁶ for braking on wet, dry, icy and snowy roads.

The tests results⁶ demonstrated the following performances:

- 1.9 meters shorter braking distance on wet roads (7% better performance)⁶;
- 2.3 meters shorter braking distance on dry roads (5% better performance)⁶;
- 4% better braking performance on icy roads⁶;
- 2% better braking performance on snowy roads, representing the second best snow braking performance of the tires tested⁷.



Practical information

Goodyear's UltraGrip Performance SUV Gen-1 will be introduced in May 2016 and will be available in sixteen sizes, covering over 40% of the SUV car park⁸.

⁴ Goodyear internal data.

⁵ Global Insights / IHS EMEA 2015. SUV / 4x4 Production and Car Park Evolution EMEA 2012 – 2022.

⁶ Compared to the average performance of 3 latest designs for main competitors for Winter SUV HP segment. Tested by TÜV SÜD Product Service GmbH in Feb – Mar 2016 by order of Goodyear Dunlop. New Winter HP SUV, Tire Size: 235/65 R17; Test Car: Audi Q5; Test Locations: Mireval (F), Saariselkä (FIN); Report No. 713074748 -02.

⁷ Scores for snow braking: Michelin Latitude Alpin – 100.1; Goodyear UltraGrip Performance SUV Gen-1 – 100; average of leading competitors – 98.1. Part of test specified above with report No. 713074748-02.

⁸ EUROPOOL 2015 - 2016 - SUV Winter Standard Non Studded. Non Nordics, at size, load and speed index

The table below provides the tire sizes and their respective dates of availability, as well as examples of general vehicle fitment.

Availability	Tire size	Examples of general vehicle fitment
01/05/2016	235/55R19 105V XL (New SKU)	Land Rover Discovery Sport, Land Rover Evoque, Range Rover
	235/60R17 102H (New SKU)	Jeep Cherokee, Opel Antara
	235/65R17 108H XL	Range Rover Sport, Porsche Cayenne, Volkswagen Touareg
01/06/2016	215/60R17 96H	Audi Q3, Jeep Renegade, Renault Kadjar, BMW X3, Jeep Patriot, Nissan X-Trail, Volkswagen Tiguan
	215/70R16 100T	Opel Antara
	225/60R17 103V XL (New SKU)	Lexus RX, BMW X1, BMW X3, BMW X4
	225/65R17 102H	Audi Q5, Nissan X-Trail, Toyota RAV4, Lexus NX
	235/60R18 107H XL	Audi Q7, Land Rover Discovery Sport, Porsche Cayenne, Volkswagen Touareg
	255/50R19 107V XL	BMW X5, BMW X6, Porsche Cayenne, Porsche Cayenne Turbo; Volkswagen Touareg
	255/55R18 109H XL	BMW X5, Land Rover Discovery, Volkswagen Touareg, Mercedes-Benz G Class
	255/55R19 111V XL	Land Rover Discovery 4, Range Rover
	275/40R20 106V XL	Porsche Cayenne, Porsche Cayenne Turbo
	275/45R20 110V XL (New SKU)	Audi Q7, Mercedes-Benz GL, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
	275/45R21 110V XL (New SKU)	Range Rover
01/07/2016	235/65R17 104H (New SKU)	Audi Q5, BMW X5, Jeep Grand Cherokee, Jeep Cherokee, Jeep Commander
	255/55R18 109V XL (New SKU)	Audi Q7, BMW X5, Range Rover Sport, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg

About Goodyear

Goodyear is one of the world's largest tire companies. It employs approximately 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 or its products, go to www.goodyear.eu.

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