



CARAVANNING *is the new cool*

GOODYEAR

MADE TO FEEL GOOD.

DID YOU KNOW

that Goodyear already introduced an All-Season tire in 1977. They're great for a safe and reliable caravan-holiday.

the 1st caravan



The first caravan was built in the late 1880's by its owner Dr. William Gordon Stables. It was the first leisure touring vehicle of its kind.

HOW MANY ?



There are about
8000
caravan spots
all over Europe

TOP 10 holiday destinations *in Europe*



TYPICAL PROFILES

*of a
caravan
owner*

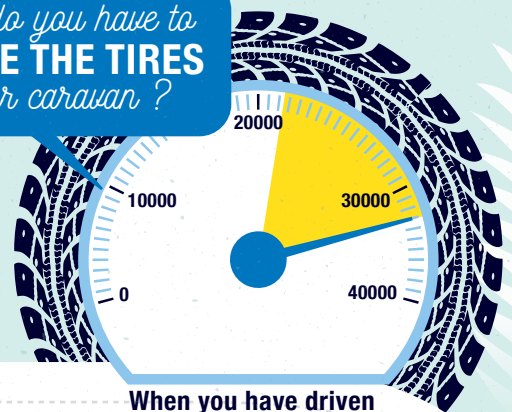


Young and adventurous, looking for thrilling experiences



Older and looking for a quiet place to rest

When do you have to **CHANGE THE TIRES** of your caravan ?



When you have driven

22 000 km to **33 000 km**

you will have to change them



OVERALL

214

million holiday trips were made by Europeans **within** Europe in 2014



MOST POPULAR MONTH
to go on holiday

AUGUST



During the Made to Feel Good campaign,

THE GOODYEAR CARAVAN

will be fitted with the Vector 4Seasons tire

Be sure to **follow** the caravan on
www.goodyear-feelgoodplaces.com and www.facebook.com/goodyear