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PRESS RELEASE

Marcotran Tests Prove Goodyear Best Tire Choice

**Tests show FUELMAX and KMAX reduce Total Cost of Ownership**

**Brussels, October 17th, 2016** – Spanish haulier Marcotran has proved the savings that Goodyear FUELMAX and KMAX truck tires offer. Comparative tests run by the company show that on certain routes it can save almost €1,000 per vehicle per year by using FUELMAX tires, and the high mileage offered by KMAX tires makes them more economical on other routes.[[1]](#footnote-1)

Marcotran is a Spanish based international freight company. Its pan-European fleet comprises about 700 trucks and 1,200 trailers, with routes varying from mundane regional runs to the longest between Spain to Moscow. The fleet currently runs mainly Goodyear’s low rolling resistance FUELMAX truck tires. However Marcotran was keen to discover the difference that using Goodyear’s mileage-optimized KMAX tires would make. The challenge was to compare the savings in fuel with those in tire costs in terms of mileage. The results were very revealing and clearly showed both Goodyear ranges help reducing the Total Cost of Ownership.

Estimated mileage for the KMAX tires ranged between 240.000 kms for the drive tires and 450.000 kms for the trailer tires and for the FUELMAX tires it was between 220.000 kms for the drive tires and 350.000 kms for the trailer tires. This meant that the possible savings for KMAX tires in relation to mileage was €287.70 per year per vehicle compared with the FUELMAX tire combination[[2]](#footnote-2).

Fuel consumption with the FUELMAX tires was 30.38 liters/100km and 31.58 for the KMAX combination, representing an annual saving in fuel cost of €1,252 with FUELMAX tires compared to KMAX[[3]](#footnote-3). This showed the comparative savings in terms of mileage that the KMAX tires offered and the fuel savings thanks to the FUELMAX tires.

The conclusion was that by using FUELMAX on the routes selected by Marcotran, the company could save a total of €964 per vehicle per year[[4]](#footnote-4). However the impressive high mileage that the KMAX tires gave, showed that in applications where mileage is the main performance criteria this tire could be a preferred choice.

The tests run by Marcotran underline not only the fuel savings that FUELMAX tires offer but also the high mileage that KMAX tires give while still saving fuel. These show that FUELMAX and KMAX tires significantly contribute to reducing Total Cost of Ownership to fleets.

**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.

Goodyear Dunlop Europe’s range of tires for commercial vehicles, buses and coaches includes more than 400 different tires covering in excess of 55 sizes. Many of the world's leading commercial vehicle manufacturers fit tires from Goodyear as standard, including DAF, Iveco, MAN, Mercedes-Benz, Renault Trucks, Scania and Volvo Trucks. Goodyear also supplies tires to all major trailer manufacturers. With FleetFirst, which includes the TruckForce service network, ServiceLine24h roadside assistance, FleetOnlineSolutions (an internet-based fleet management system) and Goodyear retreading services, Goodyear provides one of the broadest ranges of fleet-efficiency services in the industry.

For more information on Goodyear and its products, visit [www.truck.goodyear.eu](http://www.truck.goodyear.eu).

1. Based on internal tests by Marcotran. [↑](#footnote-ref-1)
2. The calculations made were based on an annual mileage of 150,000 kms, a minimum tread depth of 1.6 mm and a fuel price of €0.70 per liter (VAT not included). [↑](#footnote-ref-2)
3. Fuel savings based on Marcotrans findings. [↑](#footnote-ref-3)
4. Calculation based on 150.000 kms mileage per year. [↑](#footnote-ref-4)