

## PRESS RELEASE

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The Goodyear logo, featuring the word "GOODYEAR" in a bold, yellow, sans-serif font with a stylized winged foot symbol above the "Y".

MADE TO FEEL GOOD.

### **Goodyear unveils the EfficientGrip Cargo: a whole new solution for light truck fleets**

**The successor to the Goodyear Cargo Marathon light truck tire enhances fleet mileage by up to 10,000km<sup>1</sup>, improves fuel efficiency and offers enhanced grip, especially in wet conditions.**

Goodyear, one of the world's largest tire companies, has announced the launch of the EfficientGrip Cargo across the European, Middle-Eastern and African (EMEA) markets. With fuel efficiency and increased mileage becoming even more important for drivers and fleet<sup>2</sup>, Goodyear is introducing a light truck tire that meets these demands thanks to its new silica compound and improved tread wear performance.

#### **Drive longer on the same set of tires**

To offer a higher mileage<sup>3</sup>, the EfficientGrip Cargo makes use of two innovations. The introduction of a new silica tread compound increases the tire's wear resistance and enhances grip in wet conditions. The re-designed tread pattern optimizes stiffness of the tire and distributes pressure more evenly in order to provide more rubber on the road. Thanks to these additions, the tire may allow fleets to drive up to 10,000km further<sup>3</sup>.

#### **Save more fuel**

By using a stiffer base-compound and creating a cool cushion layer, the tire generates less heat compared to its predecessor, which results in an 18%-lower rolling resistance. The reduced

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<sup>1</sup> Compared to predecessor (Goodyear internal test). Run on Renault Master, Final report date: September 2015. Size: 215/65R16C 109T, conclusion obtained after a 38 407 km run. 9 323 km (front) and 22 320km (rear) of estimated final mileage difference between Efficientgrip Cargo and Cargo Marathon.

<sup>2</sup> Source: TGI TMS Consumer Segmentation, study realized in Germany, South Africa, France – in 2014

<sup>3</sup> Compared to its predecessor.

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temperatures and optimized construction improves rolling resistance by up to 18% in comparison to its predecessor<sup>4</sup>.

### Ahead of needs

Martijn de Jonge, Brand Director Consumer PBU EMEA: *“The new EfficientGrip Cargo provides what light truck fleet needs most: a cost-effective tire that lasts longer. Spending most of their time on the road a lot, light truck drivers value high mileage. Also, considering the length of their journeys, fuel efficiency is essential to meet their economic and environmental requirements.”*

The EfficientGrip Cargo is already fully compliant with the EU regulations coming into force in November 2018, with regards to tire labelling and in particular rolling sound emissions, rolling resistance and adhesion on wet surfaces.

28 sizes will be available by May 2017, covering then 82% of the market.

Date of availability	Size	Date of availability	Size
September '16	225/75R16C – 118/116R	January '17	185/75R16C – 104/102R
	225/75R16C – 121/120R		195R14C – 106/104S
October '16	175/75R16C – 101/99R		205/70R15C – 106/104S
	185R14C – 102/100R		205/75R16C – 110/108R
	195/60R16C – 99/97H		215/60R16C – 103/101T
	195/65R16C - 104/102T		215/65R16C – 106/104T
	195/70R15C – 104/102S		215/65R16C – 109/107T
	195/75R16C – 107/105T		225/65R16C – 112/110T
	205/65R15C – 102/100T	February '17	185/75R14C – 102/100R1
	205/65R16C – 103/101T		205/75R16C – 113/111R
	205/65R16C – 107/105T	March '17	225/70R15C – 112/110S
	215/70R15C – 109/107S		215/60R17C – 109/107T
215/75R16C – 113/111R	April '17	225/55R17C – 104/102H	
215/75R16C – 116/114R			
235/65R16C – 115/113S	May '17		

<sup>4</sup> Based on an internal EC Rolling Resistance test, relative performance difference between 215/75R16C 113/111R Goodyear Cargo G26 and Goodyear Efficientgrip Cargo (2015).

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The Goodyear logo features the brand name in a bold, yellow, sans-serif font with a stylized winged foot symbol integrated into the letter 'Y'. The logo is set against a dark blue rectangular background.

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### 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](http://www.goodyear.eu).

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