



Goodyear's all-season tires: 30 years of innovation and performance



GOODYEAR

MADE TO FEEL GOOD.

A growing all-season market

Over 30 years ago, Goodyear changed the perception of consumers and offered them the choice to keep the same set of tires all year round. In 1977, Goodyear invented the all-season tire with the 'Tiempo' tire, THE FIRST ALL-SEASON-TIRE. In 1985, they introduced the 'Vector'. It made Goodyear a real game changer.

During the last 3 decades, Goodyear has consistently developed and innovated this product to answer growing consumer needs. Creating a family line of all-season tires, continuing with the Vector 2, 3, 4, 5 until changing the name to Vector 4Seasons, has allowed Goodyear to remain a market leader in this segment. Goodyear's relentless search for innovation is illustrated today by the Vector 4Seasons Generation-2.

Soon, other tire brands followed suit and developed all-season tires. In fact, Goodyear was at the forefront of a booming all-season market. The European all-season market has been growing as we have seen a number of "greener" winters in the past few years in Europe and many consumers do not expect winters to be as harsh as several years ago when snow blanketed Europe. Compared to 2012, the

all-season market has grown with 79,7%¹, growing steadily each year. The all-season market has even taken a larger leap of growth in 2015 compared to other years and has grown with 37,7% compared to 2014¹. This and the increased demand for comfort around tire changes, including fewer tire changes throughout the year and overall cost savings, makes all-season tires an appealing product, particularly for the driver of the second car in the family that covers a lower mileage annually.

Looking at consumer perceptions of the weather, 78%² agrees that the seasons are more and more unpredictable and 82%¹ wants tires that are safer in different weather conditions. These beliefs and the uncertainty they create can be a major driver for the uptake of all-season tires.

As awareness of all-season tires is growing in Europe³, Goodyear believes in the strength of the all-season market since the company introduced the first all-season tire 30 years ago and will continue to invest into this market segment with a full portfolio of all-season products (Premium, Mid and Budget).

¹ Source: Internal data: Sell-out GFK All-season Market. Countries: France, Germany, UK, Italy, Turkey, Romania

² Source: All-Season Tyres within the UK Market: Qualitative and Quantitative Report 2013

³ Source: Milward Brown EMEA Brand Equity tracking, 2015

Winter Regulation



In Europe, all-season tires can be used in either summer or winter conditions. In order to comply with European winter regulations, the Vector 4Seasons Gen-2, together with all Goodyear's all-season tires' performance, is verified with the three peak snow flake marking. This means the tire is suitable for mild and snowy winter conditions. In Belgium, winter tires are not compulsory but using tires suitable for winter conditions is highly advised.

Fun Facts



-20 to +30 degrees testing



3 winter test sites location across Europe (Finland, Switzerland), New Zealand and USA.



Over 1 million km driven on prototype tires tested – either on road or lab machine.



Multiple (>3) tire sizes evaluated on various vehicle types during development.

The Vector 4 Seasons Gen-2 Tire



The **Vector 4Seasons Gen-2 tire** offers a great performance in all seasons and all weather conditions, including dry, wet, slushy, as well as snowy and icy roads. It is a balanced tire with excellent performance in all circumstances. All-season tires are adapted to regions that have a soft winter, with less regular sub-zero temperatures but still conditions such as light snow and ice.

The Vector 4Seasons Gen-2 also offers reliability during the different seasons saving time, money and hassle:

During Spring and Autumn, tires need to provide grip on rainy and wet surface. In these circumstances, the independent TÜV⁴ test results have demonstrated that the Vector 4Seasons Gen-2 showed 6%⁴ shorter breaking distance on wet.

In Autumn, a tire needs extra resilience to slippery surfaces due to leaves sticking on the road. And during **Winter**, ice and snow can cause slippery surfaces. The independent TÜV⁴ test results have shown that the tire is also a leader in snow and ice braking compared to the average of all tested competitors. In the TÜV test, the Vector 4Seasons Gen-2 proved to have an 8%⁴ shorter braking distance on snowy roads compared to the average of its 3 leading competitors.

According to consumers⁵ the weather is becoming more unpredictable (78% agree) and more extreme (68% agree). That's why all-season tires are seen by the majority of consumers as a better 'all rounder' compared to regular / **Summer** tires due to their versatility.

Demonstrated by the independent TÜV test, magazine tests, premium OE manufacturers, the Vector 4Seasons is an all-rounder offering peace of mind.

⁴ For braking on wet, snow and ice Goodyear ranked 1st in its test. Compared to average performance of 3 latest designs from main competitors in All-Season segment (Michelin Cross Climate, Pirelli Cinturato All-Season, Vredestein Quattrac 5). Tested by TÜV SÜD Product Service in July – Sep 2015 by order of Goodyear Dunlop. Tire Size: 205/55 R16 V; Test Car: VW Golf; Test Locations: Montpellier (F), SHPG Wanaka (NZ), Colmar-Berg (L); Report No. 713065970.

⁵ All-season tires within the UK market: Qualitative and quantitative report 2013.

TOP PERFORMANCE

The Goodyear Vector 4Seasons is being recognized as a top performer in Auto Magazine tests.

Additionally, the Vector 4Seasons Gen-2 was also the winner in *Auto-bild's* 2015 test⁶ and demonstrated 'exemplary' multi-talent with best wet-handling features, highest aquaplaning reserves and shortest wet braking distances, excellent fuel-efficiency, rolling resistance and highest mileage. The tire was labelled 'recommended' by *Auto Express*⁷ ranking 2 out of 6 in 2015 and named '**highly recommended**' by Autozeitung in 2015⁸. And this year, Gute Fahrt praised the tire as '**unbeatable**'⁹.



⁶ For braking on wet, snow and ice. Compared to average performance of 8 latest designs from main competitors in All-Season segment (Michelin Cross Climate, Pirelli Cinturato All-Season, Vredestein Quatrac 5, Hankook Kinergy 4S, Nankang Winter Activa N-607+, Nexen N'Priz 4, Nokian Weatherproof, Uniroyal AllSeasonExpert) and the Sava Adapto HP. Tested by Auto Bild (DE) - AllSeason 2015 – Tire Size: 195/65R15 H - GY Vector 4Seasons Gen-2, MIC CrossClimate, PIR Cinturato All-Season, VRE Quatrac

⁷ Tested by Auto Express, United Kingdom 2015, Tire Size: 205/55R16 94V Tested at Continental Contridrom facility, Hanover, Germany, Comparative test of Goodyear 4Seasons Gen-2 against Bridgestone A001, Maxxis Allseason AP2, Nokian Weatherproof, Pirelli Cinturato All Season, Vredestein Quatrac 5, (Winter) Continental ContiWinterContact TS 850, (Summer) Dunlop Sport BluResponse.

⁸ Tested by AutoZeitung, 2015, Tire Size 185/65 R15 88T, Issue 22/2015, All Season tires 185/65 R 15. Tested on Opel Corsa 1.0 Ecotech Turbo. Comparative test of Goodyear 4Seasons Gen-2 against Apollo Alnac 4G All Season, Kumho Solus HA31, Maxxis AP2 Allseason, Nokian Weatherproof, Pirelli Cinturato All Season, Sava Adapto HP, Vredestein Quatrac 5.

⁹ Gute Fahrt Test 205/55 R 16, Comparative test ran on all-season tires with an Audi A3 TDI-Limousine. Published in March 2016, Issue 3, 2016. www.gute-fahrt.de. Comparative test of Goodyear Vector 4Seasons Gen-2 (94V) against Conti EcoContact 5 (91V), Dunlop Winter Sport 5 (91H), Michelin CrossClimate (94V), Nokian Weatherproof (91H), Pirelli Cinturato All-Season (91V) and Uniroyal All-Season Expert (91H).

TOP BENEFITS

- Excellent year-round performance.**
The unique SmartTRED design features specific tread zones that adjust to road conditions.
- Traction for every road condition.**
Featuring high-density 3D waffle blades, the Vector 4Seasons offers excellent ice and snow traction. The tire is certified with the snowflake symbol, which means it meets the official standards of dedicated winter tires.
- Received Autobild's Ecomeister title in 2015.**
The Vector 4Seasons delivered a great performance thanks to its outstanding rolling resistance and treadwear.



- ▶ **Feature: Improved arrangement of smaller and connected blocks**
- ▶ **Benefit: Provides improved overall performance on snowy roads** because more smaller blocks means more block edges which are “biting” the snow and improve snow grip.



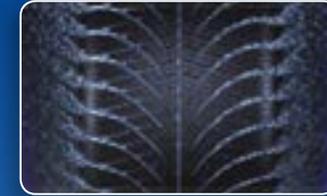
- ▶ **Feature: 3D sipes**
- ▶ **Benefit: Improved tread stiffness and enhanced stability and handling on dry roads.** The 3D sipes are limiting the movement of the tread blocks under high deformation (like stability manoeuvres such as a lane change, maneuver or road curves), because they are blocking themselves making the tire more rigid during higher deformation.



- ▶ **Feature: Wide cavity**
- ▶ **Benefit: Provides improved overall performance on icy roads** as the wide cavity offers a wider contact area which is good on icy surface.



Vector 4Seasons Gen-2 Tire*



- ▶ **Feature: Hydrodynamic grooves: V-shape**
- ▶ **Benefit: Provide better aquaplaning resistance on wet and slushy roads** as the V shape of the design and the evolution of groove shape from the center part of the tread to the shoulder helps the evacuation of water outside of the footprint area.



- ▶ **Feature: Increased silica proportion SmartTred plasticizer and Latest polymer technology** offer a unique combination of compound ingredients
- ▶ **Benefit: Provides better overall performance on wet, slushy and icy roads** by stabilizing the compound's reaction to different temperatures and surface conditions.

* In comparison with predecessor

Original Equipment Fitments

The tire is already endorsed by leading OE fitments including Audi A1, Ford Focus, Ford Fiesta, Ford C-Max and Ford S-Max, Seat Leon, Volkswagen Golf, Opel Adam, Opel Corsa, Opel Astra and Renault Megane among others.



Audi



Jeep

Tire Fitments

Goodyear's Vector 4Seasons Gen-2 is currently available at retail outlets with a line-up of 43 different sizes, including 3 Run On Flat models.

The Vector 4 Seasons Gen-2 SUV



Growing between 35% and 40% in the past years, **the SUV and 4x4 tire segment is the market's rising star**¹⁰. The desire for a feeling of **safety** is a key preference steering this growing consumer group. The rise of all-season tires also relates to this growing consideration of safety, which is why Goodyear decided to leverage its all-year-round tire expertise in service of SUV drivers, with their extension of the successful Vector 4Seasons line.

SUV drivers often feel safer in their bigger vehicle, particularly when equipped with four-wheel drive, therefore not always considering the need for safer tires. However, it is even more important for SUV's to be equipped with **appropriate tires in all conditions**. These vehicles are heavier and their center of gravity is higher than that of passenger cars. As a consequence, forces exerted on the tire are stronger, making braking and handling more challenging. A paradox that **Goodyear** has solved by offering **all-season tires for SUV vehicles**.

This year, **Goodyear** launched the Vector 4Seasons Gen-2 SUV tire, which includes the same characteristics as the passenger car tire.

¹⁰ ETRMA. Growth between 2010 and 2015 in Europe (incl. Turkey).

Original Equipment Fitments



Tire Fitments

Goodyear's Vector 4Seasons Gen-2 SUV is currently available at retail outlets, with a line-up of 10 different sizes.



Contact details

Jeroen Rigole

Director Brand PR & Events, EMEA

T. +32 (0)2 713 19 78

M. +32 (0)472 24 05 56

jeroen_rigole@goodyear.com

www.goodyear.com

GOODYEAR

MADE TO FEEL GOOD.