

Goodyear EfficientGrip Cargo seeks lower total cost of ownership*

Goodyear's new light truck tire lasts over 21,000 km longer than two of its competitors.

Independent tests comparing Goodyear's new light truck tires' mileage capabilities against two of its rivals by auditing body DEKRA** show that the Goodyear EfficientGrip Cargo outperforms the others by an average of 21,475km***.

The all new EfficientGrip Cargo has an improved fuel economy, which combined with extra tire life could offer fleet operators significant savings.

To create the EfficientGrip Cargo, Goodyear engineers made technical improvements to previous tire compounds for increased wear resistance on abrasive surfaces. They have also enhanced tire construction with a higher volume of rubber, to optimize solid rib stiffness, contributing to increased tire life, as well as providing improvements in handling.

Martijn de Jonge, Brand Director Consumer PBU EMEA at Goodyear, said: "Delivering such impressive results in DEKRA tests proves the dedication of our Goodyear engineers.

"As a result of their commitment, we were able to create Extra Mile Technology, not only improving the tires' mileage, but also enhancing their performance on wet roads, durability and total cost of ownership."

* Compared to two tested competitors (i.e. Hankook Vantra LT and Continental ContiVanContact 200).

** On driven front axle. Compared to the average performance of two latest designs from two competitors in light truck segment (Hankook Vantra LT, Continental ContiVanContact 200). Tested by DEKRA in July-October 2016 by order of Goodyear Dunlop. New LT, tire size: 215/65 R16C 109/107T. Test vehicle: Renault Master. Test conditions: Mireval Proving Grounds, France. Report #: LRT 2016-888 of the 12/10/2016

*** 23 964 km extra mileage or 40 % better wear performance vs Continental ContiVanContact 200 and 18 986 km extra mileage or 32 % better wear performance vs Hankook Vantra LT.

PRESS RELEASE

12/01/2017 – Brussels – page 2/2

The Goodyear logo features the word "GOODYEAR" in a bold, yellow, sans-serif font. A stylized winged foot is positioned between the "Y" and "E". The logo is set against a blue rectangular background.

MADE TO FEEL GOOD.

The test was carried out between July and October 2016 on a 215/65 R16C 109/107T size tire on a van with a driven front axle.

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.

For additional pictures, visit the online newsroom: <http://news.goodyear.eu>.

You can also follow us on Twitter @Goodyearpress and join our ThinkGoodMobility group on LinkedIn.