Contact:

Mirko Kraus

Communications Manager EMEA

+49 (0) 6181 68 1521
mirko.kraus@goodyear-dunlop.com

PRESS RELEASE

New Goodyear Retreading Guarantee helps saving Money and the Environment.

100% acceptance of all customers’ casings for retreading[[1]](#footnote-1)

**Brussels, March 27th, 2017** – A new campaign from Goodyear makes retreading even more attractive for commercial vehicle operators. The new guarantee of 100% acceptance of casings, with no visual defects, within Goodyear’s Customer Own Casing (COC) scheme will help fleet operators to reduce their Total Cost of Ownership while providing peace of mind at the same time.[[2]](#footnote-2)

Goodyear’s Multiple Life Concept, which combines both regrooving and retreading; reduces tire costs by up to 10% while it increases mileage by up to 25% compared to using two sets of new tires[[3]](#footnote-3). Not only that but there are also significant environmental benefits through using fewer materials in the process, and reducing both fuel consumption and CO2 emissions thanks to the extended performance of the retreaded tire. The great benefit of using the COC scheme is that a vehicle operator mostly knows the full history of the tires being retreaded.

*“Accepting more casings from our customers for retreading means one less worry for the vehicle operator. The Goodyear Multiple Life Concept maximizes tire performance, lowers running costs and improves the CO2 footprint. By incorporating both our Customer Own Casing scheme and eCasing retread management systems, customers can easily reap the many benefits retreading offers,”* said Grégory Boucharlat, Director Retread Operations Europe, Middle East and Africa at Goodyear Dunlop*.*

Goodyear´s 100% COC acceptance guarantee is available now until further notice and applies to tire sizes 295/60R22.5, 295/80R22.5, 315/60R22.5, 315/70R22.5, 315/80R22.5 385/55R22.5 385/65R22.5 and 435/50R19.5. This campaign is subject to conditions, for more information fleets and users shall refer to their dealer or a Goodyear salesperson.

**About Goodyear**

Goodyear is one of the world’s largest tire companies. It employs about 66,000 people and manufactures its products in 48 facilities in 21 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. This campaign is subject to conditions, for more information fleets and users shall refer to their dealer or a Goodyear salesperson. [↑](#footnote-ref-1)
2. The COC retread guarantee is only valid on visually accepted casings. [↑](#footnote-ref-2)
3. Based on internal analysis, comparing the use of two sets of new Goodyear tires versus the use of retreaded and regrooved Goodyear tires. [↑](#footnote-ref-3)