

## **Goodyear introduces the new Wrangler All-Terrain Adventure, a versatile All-Terrain tire with the strength of Kevlar®**

**Brussels, June 2017** – Goodyear introduces the Wrangler All-Terrain Adventure, the latest tire to carry the legacy of the award-winning Wrangler family. It is a tough and durable tire for off-road driving, but also perfectly suited for on-road use. Thanks to this versatility, a driver can go off-road at a moment's notice.

### **The rise of the SUV**

SUVs have become increasingly popular across Europe, with production rising sharply since 2012<sup>1</sup>. In 2016<sup>2</sup>, SUVs made up the largest car segment in Europe with new registrations totaling 15.14 million units, a 6.5% increase compared to 2015. In other words, 1 in every 4 cars sold in Europe was an SUV. The Wrangler All-Terrain Adventure meets the demands of SUV drivers wanting to enjoy both off-road and on-road driving, providing more robust off-road capability than the regular SUV tire.

### **Tough and durable tire for off-road driving experience**

The Wrangler All-Terrain Adventure is built with an ultra-strong Kevlar® fiber overlay. This reinforces the tread, offering the rugged strength needed to prevent punctures and cuts for a

---

<sup>1</sup> Based on internal data

<sup>2</sup> Based on internal data

Kevlar® is a registered trademark of E.I. du Pont de Nemours and Company

## PRESS RELEASE

April 2017 – Brussels

**GOODYEAR**

MADE TO FEEL GOOD.

confident off-road driving experience. This feature is reinforced by the Durawall™ Technology, which improves the resistance against punctures and cuts in the sidewall area.

The new open shoulder blocks help to evacuate mud from the tread allowing for improved off-road traction where it counts most.

### **Confident grip to stay in control of the journey**

The biting edges of the Wrangler All-Terrain Adventure create more traction between the tire and road surface, giving the grip needed for confident handling and braking.

### **Increased mileage**

Goodyear engineers optimized the tread design for an even pressure distribution across the footprint, resulting in excellent mileage and great on-road performance. DEKRA test results reveal that the Wrangler All-Terrain Adventure has, on average, a 37% better mileage performance than other tested tires<sup>3</sup>.

“Our long heritage in the 4x4 segment and our proven track record in developing award-winning 4x4 and SUV-tires enabled us to create the Goodyear Wrangler All-Terrain Adventure, a tire that allows drivers to stay in control of the journey and go on- or off-road whenever they want.” Says Martijn De Jonge, Brand Director Consumer PBU EMEA.



---

<sup>3</sup> Driven on front and rear axle, compared to the average performance of 3 competitor designs in SUV/ 4x4 segment (Bridgestone Dueler A/T, Dunlop GrandTrek AT3, General Grabber A/T). Tested by Dekra in Dec 2016 by order of Goodyear. Test Car Toyota Hilux 2.4- 4x4, tire size 265/65 R17 112T/S. Test location: Dekra Testing Center (FP01B), France. Report/Test ref. 16CPB34-389, Wear limit = 1.6 mm for all grooves. Front Axle, Wrangler AT/A is 49% better and on rear Axle Wrangler AT/A is 25% better than average of competition, therefore average is 37% better than average of tested competitors.

## PRESS RELEASE

April 2017 – Brussels

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

MADE TO FEEL GOOD.

The Wrangler All-Terrain Adventure will be available in 27 sizes and can be fitted on vehicles such as: Land Rover Defender, Jeep Wrangler, Mercedes G-Class, Toyota Hilux, Toyota Land Cruiser and the Volkswagen Amarok.

<b>Available sizes</b>	235/75 R15 109 T XL
205/ R16 C 110/108 S	225/70 R16 103 T
205/70 R15 100 T XL	225/75 R15 102 T
215/70 R16 104 T XL	225/75 R16 104 T
215/80 R15 C 111/109 T	255/70 R15 C 112/110 T
245/70 R16 C 111/109 T	265/70 R16 112 T
245/75 R15 C 109/107 S	265/75 R15 C 113/111 T
265/65 R17 112 T	255/55 R18 109 H XL
LT235/85 R16 120/116 Q *	255/55 R19 111 H XL
LT245/75 R16 114/111 Q *	255/65 R17 110 T
LT265/75 R16 112/109 Q *	255/70 R16 111 T
235/65 R17 108 T XL	265/60 R18 110 H
235/70 R16 109 T XL	265/70 R17 115 T
205/75 R15 102 T XL	245/65 R17 111 T XL

### 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).

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.