**Goodyear showcases Ultra-High Performance Tire: Eagle F1 Asymmetric 3 at Geneva 2016**

* The latest addition to a successful Eagle product family: Goodyear’s premium offering for a growing UHP market
* Fitted as standard by premium OEMs
* 2.6 meter shorter braking distance on wet roads compared to average performance of 3 competitors[[1]](#footnote-1) to help stay in control
* 31% better tread wear performance compared to average performance of 3 competitors and 11.500 km extra mileage[[2]](#footnote-2)

**Brussels, Belgium, November 2015** – Goodyear showcases its latest summer tire at the 2016 Geneva Motor Show, the Eagle F1 Asymmetric 3. The Ultra-High Performance tire delivers a 31% better wear performance² and shorter braking distance on dry & wet roads¹ helping drivers to stay in control to be ready to enjoy the journey. With proven Eagle family test wins and an OE track record, including the new Jaguar XF, it is Goodyear’s premium offering for outstanding braking performance, responsive handling and control in both dry and wet conditions.

The Ultra High-Performance segment is clearly a growth market[[3]](#footnote-3), expected to increase with more than nine million units and with an expected compound annual growth rate of more than 3% from 2015 to 2020³. This is primarily driven by the expansion of the car park in the medium, executive, large and luxury vehicle segments that are increasingly fitted with UHP rated tires[[4]](#footnote-4).

The new Eagle F1 Asymmetric is packed with new technology[[5]](#footnote-5). The Active Braking Technology increases the contact surface and grip when braking, which allows for a shorter braking distance. Additionally, the new grip booster compound and the adhesive resin for stickiness both deliver strong grip for shorter braking and handling. The new reinforced construction technology delivers a stronger, lightweight construction improving handling, cornering performance, tread wear and fuel efficiency.

The Eagle F1 Asymmetric 3 has been tested by independent organization DEKRA[[6]](#footnote-6) which resulted in a strong performance on tread wear compared to other premium tires on the market. In fact, the Goodyear Eagle F1 Asymmetric 3 proved to offer 11.500 km extra mileage (or +31% better wear performance) versus the average of three leading competitors.

Additionally, the independent TÜV Süd Benchmark Test[[7]](#footnote-7) results ordered by Goodyear show that the Eagle F1 Asymmetric 3, compared to the average of three main competitors, has a 2.6 meters shorter braking distance (9% better performance) on wet roads, a 1.3 meters shorter braking distance on dry roads (4% better performance) and 4% better wet handling. The same test results also show a 10.9 % better rolling resistance compared to the average of the three tested competitors, which represents the second best rolling resistance performance of the tire brands tested[[8]](#footnote-8).

“We are very happy that this tire continues to perform well in tests, particularly the recent DEKRA test that confirms leading mileage results, says Alexis Bortoluzzi, Goodyear Marketing Director Consumer EMEA. “We are therefore pleased to display this tire on our booth at the Geneva Motor Show 2016.”

The new Goodyear Eagle F1 Asymmetric 3 is available in 41 sizes in 17 to 20 inches, and the range will be completed with the majority of sizes by March 2016.

For more information on Goodyear at Geneva Motor Show, visit us at stand 2056 in Hall 2 and join the Goodyear press conference at 12:30p.m. on March 1.

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About Goodyear   
Goodyear is one of the world’s largest tire companies. It employs about 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 and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).

1. 2.6 meters shorter braking distance (9% better performance) on wet roads and 1.3 meters shorter braking distance (4% better performance) on dry roads compared to average performance of 3 latest (available at the time of the test) designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by TÜV SÜD Product Service GmbH in Sept – Oct 2015 by order of Goodyear Dunlop, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268. [↑](#footnote-ref-1)
2. Compared to average performance of 3 latest (available at the time of the test) designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by DEKRA in

   Sept – Oct 2015 by order of Goodyear Dunlop. Tire Size: 225/45 R17 91Y; Test Car: VW GOLF VII - 150 CV; Test Locations: open road and test circuit FP01 with test conditions described in test #2015-137. [↑](#footnote-ref-2)
3. Source: Goodyear Dunlop internal forecast [↑](#footnote-ref-3)
4. Source: HIS/ Global Insights March 2015 [↑](#footnote-ref-4)
5. Compared to its predecessor [↑](#footnote-ref-5)
6. Compared to average performance of 3 latest (available at the time of the test) designs from main competitors in UHP segment (Michelin Pilot Sport 3, Bridgestone Potenza S001, Continental Sport Contact 5). Tested by DEKRA in Sept – Oct 2015 by order of Goodyear Dunlop. Tire Size: 225/45 R17 91Y; Test Car: VW GOLF VII - 150 CV; Test Locations: open road and test circuit FP01 with test conditions described in test #2015-137. [↑](#footnote-ref-6)
7. Tested by TÜV SÜD Product Service GmbH in Sept - Oct 2015 by order of Goodyear Dunlop. Tested against 3 main competitors: Bridgestone Potzena S001, Michelin Pilot Sport 3 and Continental SportContact 5, Tire Size: 225/45 R17 91Y; Test Car: VW Golf; Test Locations: Mireval (F), Papenburg (D), TÜV SÜD PS Garching (D); Report No. 713066268. [↑](#footnote-ref-7)
8. Scores for rolling resistance: Continental Sport Contact 5 – 101.6; Goodyear Eagle F1 Asymmetric 3 – 100; average of leading competitors – 89.1. Part of test specified above with report No. 713066268. [↑](#footnote-ref-8)