

# PRESS RELEASE

July 2016, Brussels, Belgium



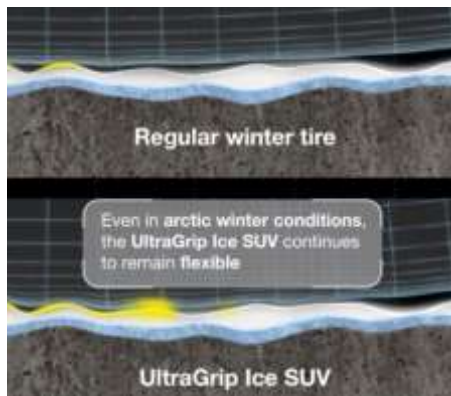
MADE TO FEEL GOOD.

## With the development of the UltraGrip Ice SUV, Goodyear delivers ice performance for SUVs in extreme winter conditions

Goodyear has put the best of its winter expertise in the development of an Ultra Grip Performance tire fitted for SUVs. The tire technologies have been further improved to meet the specific requirements of extreme winter countries and of SUVs - the tread compound, for instance, creates special stickiness adapted to very cold temperatures. Goodyear's UltraGrip Ice SUV will be available as of July 1<sup>st</sup>, 2016.

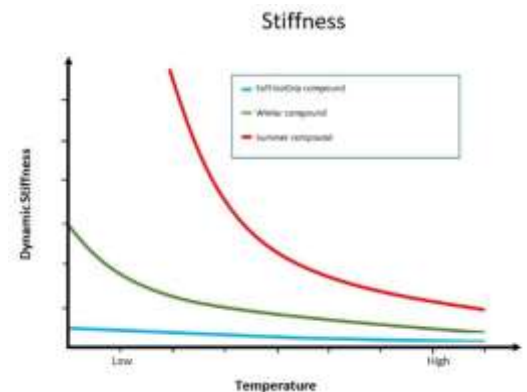


### Better braking on icy roads



In the arctic region, specific tire features are required to deliver grip in extreme winter conditions. One of those key features developed by Goodyear's engineers is the IceGrip compound. This soft compound maintains high flexibility at very low temperatures – which means low stiffness and more stickiness, therefore delivering optimal driving performance with strong grip on ice and snow.

This graph illustrates how the IceGrip compound behaves at very low temperatures compared to summer or standard winter compounds, ensuring grip in harsh winter circumstances.



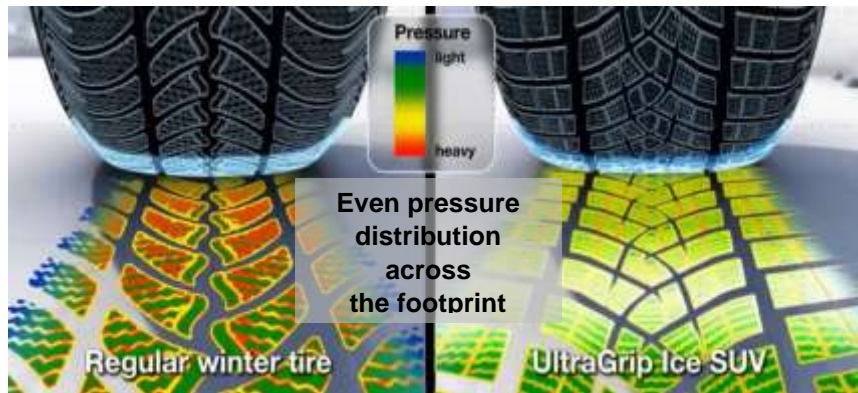
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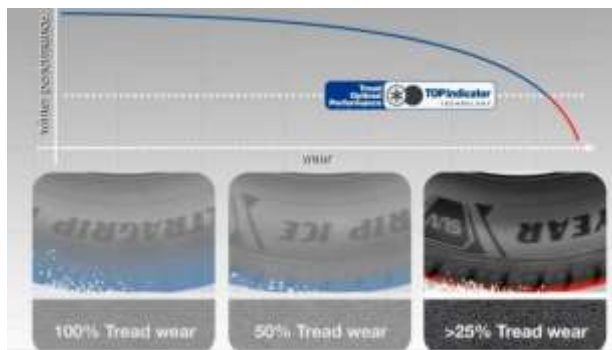
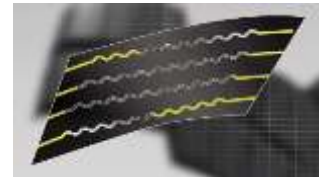
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Next to adapting the tire for ice surfaces, Goodyear looked into the specific requirements for SUVs. These vehicles are heavier, increasing the load on the tire, with particular features needed to help ensure grip and handling.



This is where the ActiveGrip Technology plays an important role. In order to resist these bigger forces, the footprint has been increased. More rubber on the road means more surface contact, leading to improved stability and enhanced grip and braking performance.

Moreover, the tread pattern has been adapted for SUVs to deliver optimal braking and traction on snowy and icy roads: the tire blocks are now angled – as opposed to the previous straight shape -, a feature which is designed to improve grip.



Finally, the UltraGrip Ice SUV is also equipped with the TOP Indicator Technology: a snow symbol on the tire, which gradually disappears with tire usage. Once completely erased, the tire needs to be replaced to help ensure optimal winter performance.

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### Practical information

Goodyear's UltraGrip Ice SUV will be available in 14 selected SKUs to deliver a market coverage of 47%.<sup>1</sup>

Full sizes	Examples of general vehicle fitment
225/55 R18 102 T XL	Mitsubishi Outlander, Renault Koleos, Mitsubishi ASX, Subaru Forester, Peugeot 4008, Jeep Cherokee, Citroën C4 Aircross, Jeep Renegade
235/50 R18 101 T XL	Land Rover Freelander
235/65 R17 108 T XL	Porsche Cayenne, Volkswagen Touareg
285/60 R18 116 T	Toyota Landcruiser
215/70 R16 100 T	Chevrolet Captiva, Lexus RX, Opel Antara
225/60 R17 103 T XL	Kia Sportage, Renault Koleos, Subaru Forester, Jeep Cherokee, Hyundai X35, Nissan X-Trail
225/65 R17 102 T	Audi Q5, Chrysler Grand Voyager, Dodge Journey, Nissan X-Trail, Toyota RAV4
235/55 R19 105 T XL	Land Rover Discovery Sport, Range Rover Evoque, Volvo xc90
235/60 R18 107 T XL	Porsche Cayenne, Volkswagen Touareg
245/70 R16 111 T XL	Volkswagen Amarok
255/55 R18 109 T XL	Audi Q7, Land Rover Discovery, Range Rover Sport, Porsche Cayenne, Volkswagen Touareg
265/60 R18 114 T XL	Mitsubishi Pajero, Chrysler Grand Cherokee, Toyota Land Cruiser, Mercedes G-Class, Mercedes GL
265/65 R17 112 T	Ford Ranger
215/60 R17 96 T	Volkswagen Tiguan

### 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.

<sup>1</sup> EUROPOOL 2013 -SUV Winter Standard Non Studded. Nordics.