

PRESS RELEASE

22/09/2016 – Brussels – Belgium



Goodyear's Eagle F1 Asymmetric 3 chosen as Spain's "Tire of the Year 2016"

A panel of judges, assembled by Spanish magazine Neumáticos y Mecánica Rápida, named the Goodyear Eagle F1 Asymmetric 3 "Tire of the Year"



The 17th annual Tire of the Year Awards, organized by Neumáticos y Mecánica Rápida, crowned Goodyear's Eagle F1 Asymmetric 3 as Spain's 'Tire of the Year' in the Passenger Car category, one of the most competitive segments with a total of twelve candidates.

The Tire of the Year Award is a well-established event in the industry, with distributors, readers, and automotive press voting for the most outstanding tires.

The award recognizes Goodyear's efforts in developing the Eagle F1 summer tire range and providing drivers

with an excellent braking performance, response, and handling in both dry and wet conditions.

"This award stimulates us to keep delivering high-quality products in an ever-evolving market. The judges from Neumáticos y Mecánica Rápida praised the Eagle F1 Asymmetric 3 for its excellent results in the braking test, one of the consumers' key requirements, and especially important for drivers of high performance cars", said Martijn de Jonge, Brand Director Consumer EMEA.

With this, the Eagle F1 Asymmetric 3 follows in the footsteps of the Eagle F1 Asymmetric 2 and Eagle F1 Asymmetric, which received the same award in 2011 and 2008 respectively. But the Eagle F1 wasn't Goodyear's only tire range to be recognized as Tire of the Year. Other recent awards include



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

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the Goodyear EfficientGrip Performance (2014) and the Goodyear EfficientGrip SUV (2012).

Also, Goodyear's FUELMAX truck tire reached the first place of the podium in the Commercial Vehicles category last year.

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.

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