**Goodyear proudly presents the ‘Goodyear Urban CrossOver’ –   
a customized concept tire for the new Lexus UX concept car.**

**Developed specifically for the new Lexus UX concept car, the Goodyear concept tire combines both innovative design and technology, taking comfort to the next level.**

**Brussels, Sept 30th –** Lexus has introduced its Lexus UX concept car, fitted with Goodyear Urban Crossover concept tires, at the Paris Motor Show 2016. This exclusive car is matched with exclusive tires, successfully showcasing the cooperation between the two companies.

When Lexus asked Goodyear to develop a tire for its newest creation, two requests were made: explore new frontiers of tire design and apply state-of-the-art technology.

To reflect the unique design of the car, Goodyear committed to the *inside-out* philosophy adopted by Lexus for this model, which makes the internal elements blend with the external ones and vice versa. Following this principle, the spokes of the rim flow smoothly into the sidewall design of the tire, creating one unique feature consistent with the rest of the car.

The sections of the sidewall, seamlessly integrated in the wheel, give the tire its urban crossover look, while the tread pattern gives the tire a dynamic appearance. The tire’s design is created using Goodyear’s hi-tech laser carving technique.

The tire incorporates state-of-the-art features including Goodyear’s Sound Comfort Technology, which uses an open-cell polyurethane foam element attached to the inner surface of the tire. This technology dampens the tire cavity resonance sound peak that is generated when the tire rolls over a surface, enabling the vehicle’s cabin to be extremely quiet. This allows drivers and passengers to enjoy music or conversation even more when driving their Lexus.

With this concept, Goodyear has combined its Sound Comfort Technology with the chip-in-tire technology, showcased at Geneva in 2014, for the first time. The chip sends vital information to the car’s on-board computer, enhancing the stability and performance of the car when cornering and braking. This system transmits information on tire pressure, temperature and the tire identification details to the vehicle’s computer, which is then able to automatically refine the car’s longitudinal and lateral control algorithms, delivering excellent driving performance.

Furthermore, the new concept tire is equipped with Goodyear’s RunOnFlat Technology, which incorporates reinforced sidewalls that can properly carry the weight of a car for up to 80 km[[1]](#footnote-1) after a puncture with complete loss of air pressure.

David Anckaert, General Director OE Product Development EMEA at Goodyear, comments: “*We are proud to present this innovative concept tire for the Lexus UX concept, which confirms once again Goodyear’s experience in providing OEMs with tailor-made solutions. Our designers succeeded in developing a tire that is consistent with the car’s design philosophy, and at the same time we managed to answer the Lexus drivers’ needs for comfort, driving pleasure and safety by building on technologies currently available to consumers in our product portfolio such as Sound Comfort Technology and the RunOnFlat Technology”.*

 

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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.

1. When operating at a low inflation pressure the driver should not exceed 80km distance at up to 80km/h and should avoid severe cornering. [↑](#footnote-ref-1)