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PRESS RELEASE

**Goodyear Introduces eCasing Mobile App for Improved Retread Management**

*Retreading made more efficient by new phone app for everyone in the chain*

**Brussels, January 19th, 2017** – Goodyear’s successful eCasing retreading management system is being further improved by the introduction of the mobile phone app eCasing Mobile. This will allow all users to access the system from their mobile devices more conveniently and quickly to ensure greater efficiency in the commercial vehicle tire retreading chain.

eCasing is Goodyear’s web-based commercial vehicle tire casing management system. It is used right across the European region; not only by Goodyear, its retreading partners and dealers but also by truck, bus and coach fleets. The new mobile version is available free of charge and is compatible with both iOS and android devices. It is a further enhancement of Goodyear’s eBusiness B2B platform myway, offering users greater visibility, traceability and more up to date information both online and on mobile devices.

*“With the new eCasing Mobile app, we have increased the versatility of our important eCasing retread management system,”* said Grégory Boucharlat, Director Retread Operations Europe, Middle East and Africa at Goodyear Dunlop*. “Typical examples of eCasing transactions include fleets having their own casings retreaded and returned to them or casings being exchanged for retreads. The introduction of the mobile version of our successful eCasing is believed to be an industry first and increases the efficiency of our retreading offer for our customers. It is a demonstration of Goodyear’s commitment to deliver industry leading commercial business solutions.”*

The mobile version of eCasing makes transactions quicker and more convenient, particularly for those users away from the office or operating from a vehicle. It is available free of charge but requires user accreditation from Goodyear; however all existing eCasing users will automatically receive immediate access. The app will be introduced progressively throughout Europe. The app supports all Goodyear retread business options; including amongst others Customer Owned Casing and Casing Exchange.

The development of the new mobile version of eCasing is the latest in a number of improvements to Goodyear's commercial business solutions during 2016. These include an upgrade to Goodyear’s fleet management system FleetOnlineSolutions (FOS) – the new eCasing Mobile app is an integral application within FOS Next Generation.

**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.

Goodyear Dunlop Europe’s range of tires for commercial vehicles, buses and coaches includes more than 400 different tires covering in excess of 55 sizes. Many of the world's leading commercial vehicle manufacturers fit tires from Goodyear as standard, including DAF, Iveco, MAN, Mercedes-Benz, Renault Trucks, Scania and Volvo Trucks. Goodyear also supplies tires to all major trailer manufacturers. With Fleet First, which includes the TruckForce service network, ServiceLine 24h roadside assistance, FleetOnlineSolutions Internet management system and Goodyear Retread Technologies, Goodyear provides one of the broadest ranges of dedicated services in the industry.

For more information on Goodyear and its products, visit [www.truck.goodyear.eu](http://www.truck.goodyear.eu).