



**Goodyear SUV/4x4 Press Event
Driving Experience June 28th**



MADE TO FEEL GOOD.



#GoodyearSUV4x4

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Test candidates

Wrangler AT
Adventure



Wrangler
DuraTrac



Eagle F1
Asymmetric SUV





Program

Driving Experience 1

Mixed terrain with large rocks and sharp edges

- Vehicle: Land Rover Discovery Sport
- Tire: Wrangler AT Adventure
- Key feature: puncture resistance

Driving Experience 2

Steep inclines and man made obstacles

- Vehicle: Land Rover Discovery Sport
- Tire: Wrangler AT Adventure
- Key feature: maximum grip on tough surfaces

Driving Experience 3

Wet & muddy

- Vehicle: Land Rover Discovery
- Tire: Wrangler DuraTrac
- Key feature: maximum mud and self-cleaning capability

Driving Experience 4

Gravel, slight inclines & higher speed

- Vehicle: Range Rover Sport
- Tire: Eagle F1 Asymmetric SUV
- Key feature: good puncture resistance without on-road compromise



1

3

2

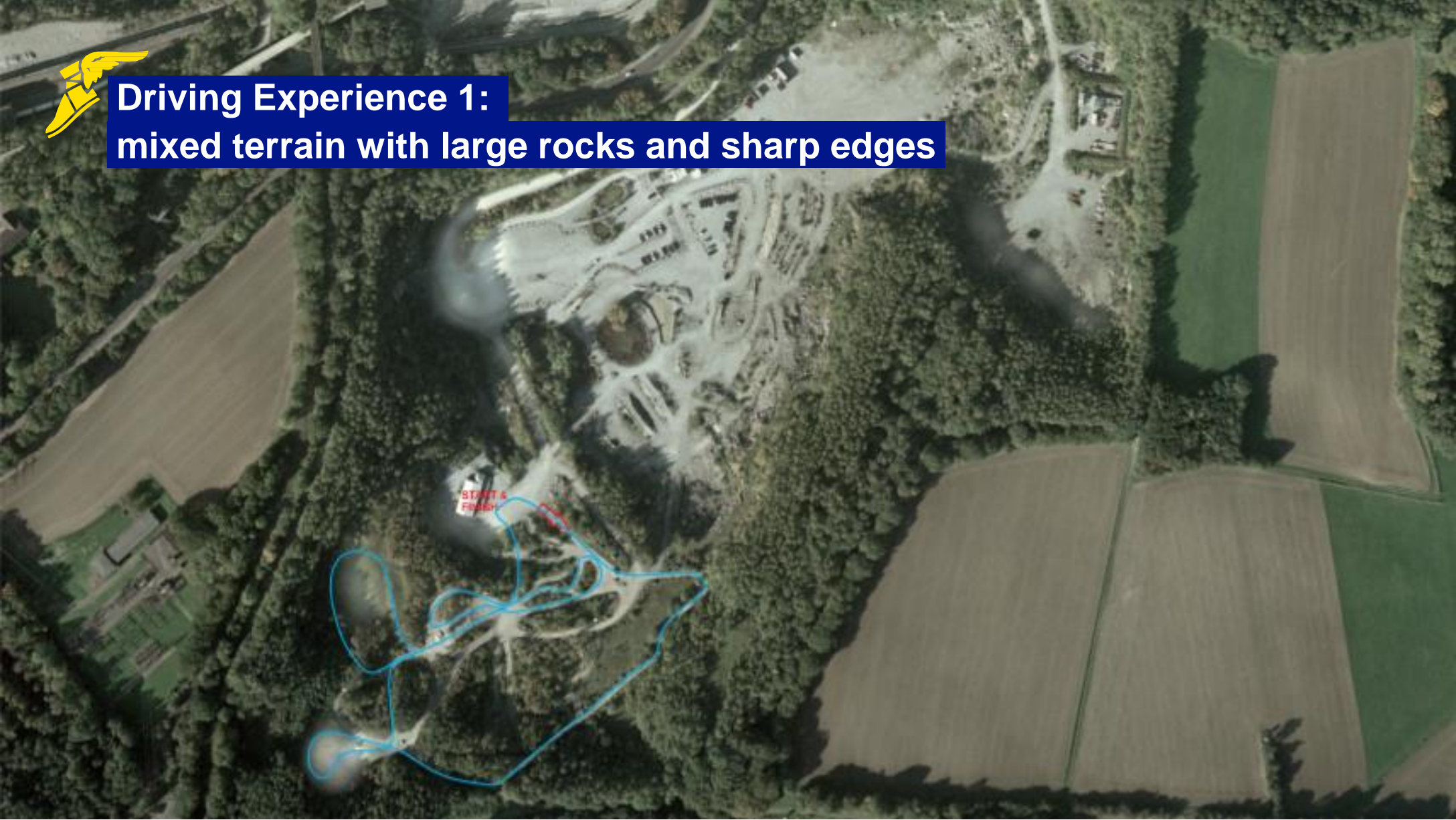
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EXPERIENCE



**Driving Experience 1:
mixed terrain with large rocks and sharp edges**





Driving Experience 1: mixed terrain with large rocks and sharp edges

Wrangler AT Adventure



Feature	Kevlar® Reinforced layer	DuraWall Technology
Picture		
Action	Maximum resistance against punctures	Silica in the sidewall provides a 'stronger network' and better integration in the polymer-matrix
Benefit	Confident off-road driving	High resistance towards cuts in the sidewall



**Driving Experience 2:
steep inclines & man made obstacles**

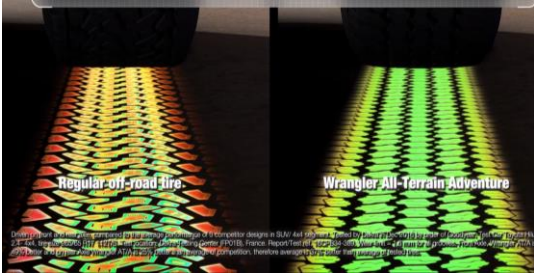





Driving Experience 2: steep inclines & man made obstacles

Wrangler AT Adventure



Feature	Optimized tread design	High number of sipes in the blocks
Picture		
Action	Large contact area and even pressure distribution	Creating a lot of small 'biting edges'
Benefit	Even pressure distribution for good grip on hard surfaces	Confident grip and braking



Wrangler AT Adventure magazine test: 'Drive Out' / South-Africa

“The Goodyear Adventure really impressed. It not only won the tar road braking test but was also the joint winner for the dirt road braking test.

During the sidewall penetration test the Goodyear Wrangler All-Terrain Adventure performed remarkably well, placing second.

In addition, the new Goodyear also has Kevlar, a material used for bulletproof vests, in the tread

That’s why we believe this Goodyear is a worthy winner of our all-terrain shootout”





Driving Experience 3: wet & muddy







Driving Experience 3: wet & muddy

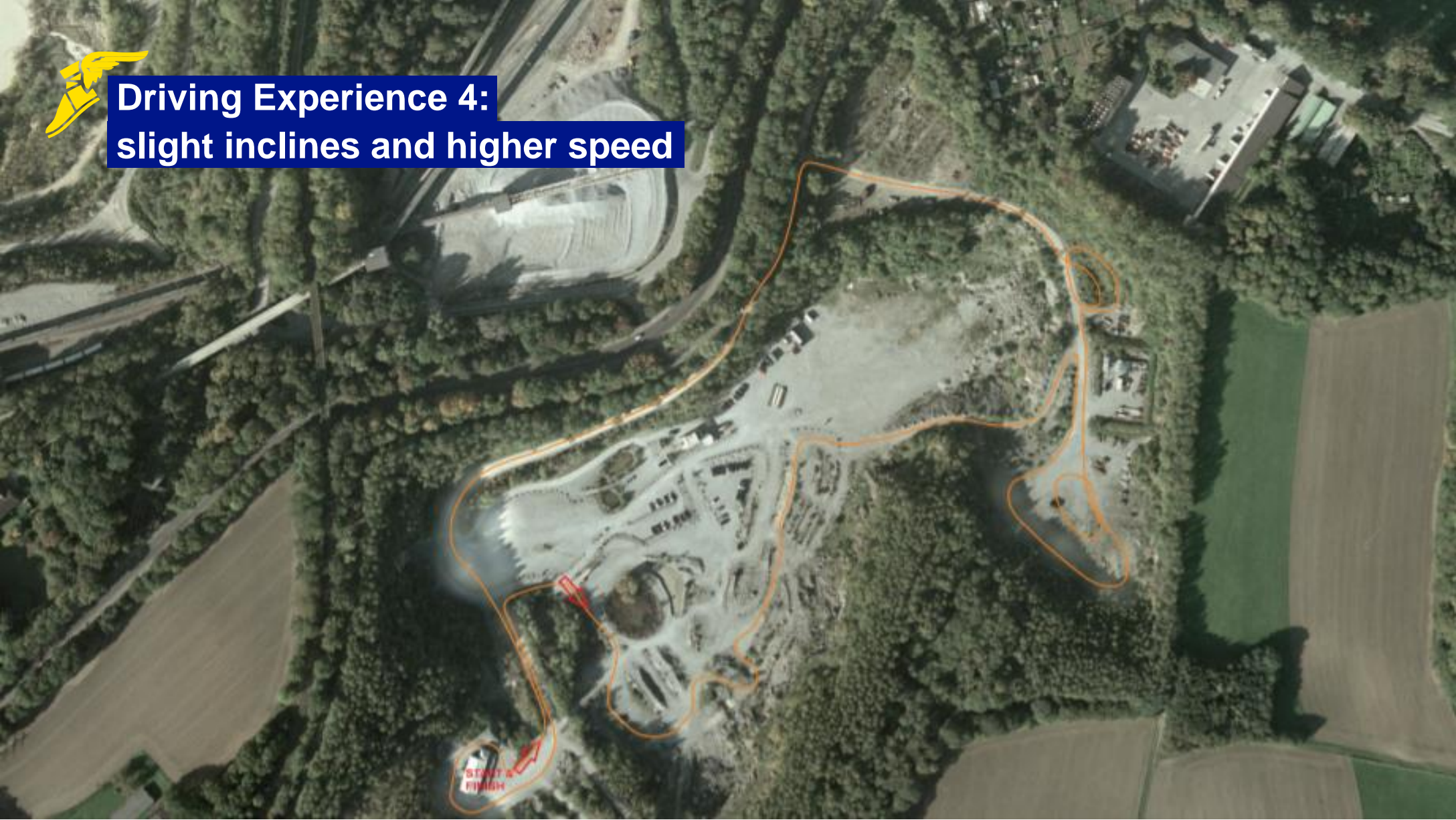
Wrangler DuraTrac



Feature	Open shoulder blocks	Variable width of the blocks
Picture		
Action	Additional biting edges	Self-cleaning capability
Benefit	Great traction on soft surfaces, mud, loam, ...	Excellent traction on loaming surface



**Driving Experience 4:
slight inclines and higher speed**


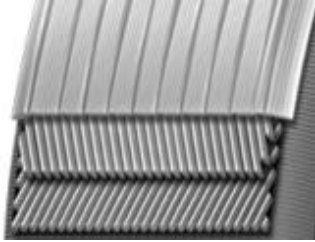




Driving Experience 4: slight inclines and higher speed

Eagle F1 Asymmetric SUV



Feature	Asymmetric tread design with high non-skid portion on the outside	Spiral, endless-coiled, nylon-overlay
Picture		
Action	Better support of the side-forces in fast corners	Stabilizes and protects the carcass
Benefit	High stability in fast cornering	Sporty high speed driving and improved puncturing resistance



#GoodyearSUV4x4

All press information is available on:

<http://news.goodyear.eu/events/goodyear-suv-4x4-press-event-june-27-28-2017>