



GOODYEAR

All Season Press Event



GOODYEAR

MADE TO FEEL GOOD.



Eddy Geerdink

Director Marketing Execution Consumer Tires
Goodyear Europe, Middle East & Africa



GOODYEAR All Season Program

October 10th

13:15 - 14:15	All Season market insights and product deep-dive
14:15 - 16:30	GIC*L workshops (Design Studio / Material Science Lab / Physical Lab / Snow Lab)
16:30 - 17:00	Regroup at GIC*L lobby
17:00 - 18:00	Bus transfer to hotel & check-in
19:00 - 22:00	Aperitif & dinner in hotel

October 11th

07:00 - 08:00	Breakfast and check-out
08:00 - 09:00	Bus transfer to Centre de Formation
09:00 - 09:15	Safety briefing and overview driving experiences
09:15 - 11:30	Driving experiences
11:30 - 11:45	Wrap-up
11:45 onwards	Lunch 1st floor Restaurant Neptwone at CFC



#GoodyearAllSeason



Herman Vereecken

Manager Communication Strategy & Deployment GIC*L and DDC*H
Goodyear Innovation Center Luxembourg



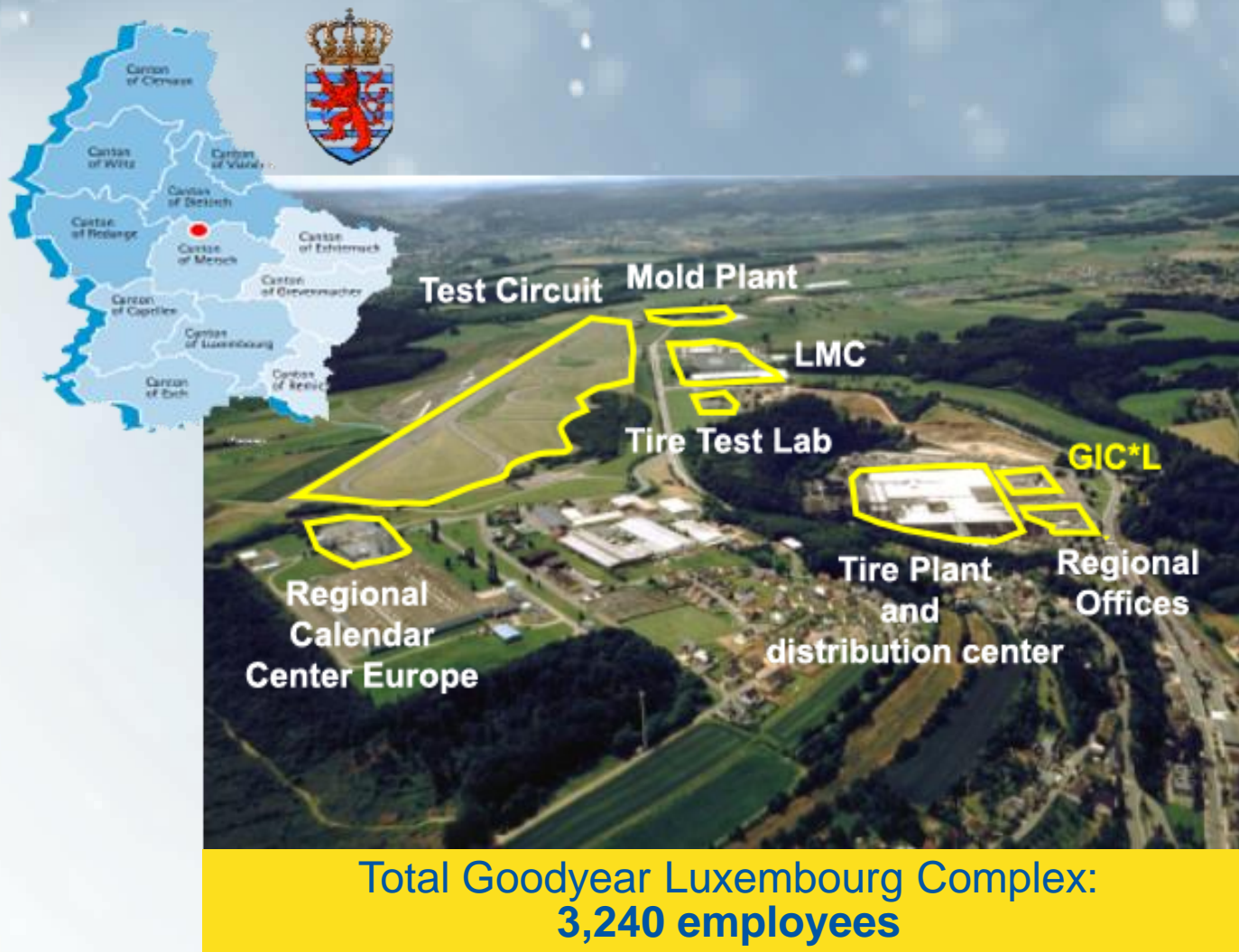
Welcome to the Goodyear Innovation Center Luxembourg



INNOVATION CENTER



Goodyear complex in Colmar-Berg



- Goodyear Innovation Center Luxembourg (GIC*L) employs over **1000 technicians, engineers and scientists** with over **40 different nationalities**
- GIC*L is part of the Goodyear Luxembourg complex, responsible for designing, engineering, manufacturing and distributing Goodyear tires across EMEA
- The proximity of Goodyear's testing circuit and tire test lab ensures our tires meet the highest requirements



Global Research & Development Network



Colmar-Berg,
Luxembourg



Hanau, Germany



Dalian/Pulandian, China



Akron, Ohio USA

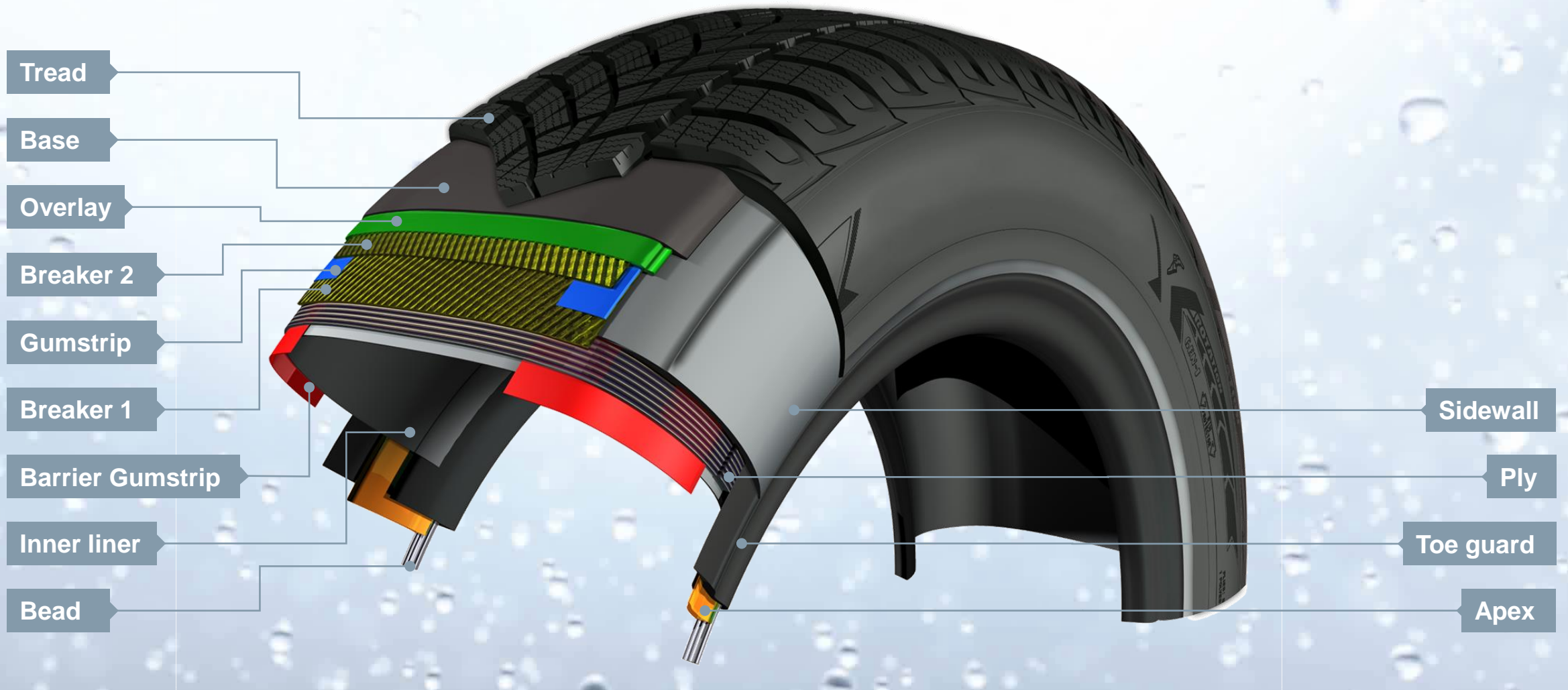
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Did you know...

A modern tire consists of roughly 25 different components



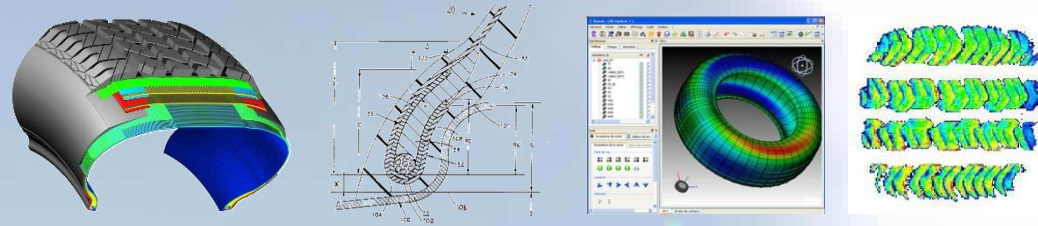
Today's tire: an introduction





GIC*L technical know-how

Tire Engineering & Design



Materials & Compounding Science



Tire Performance Evaluation Indoor & Outdoor



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Did you know...

That in Hamburg temperatures drop below freezing 70 days per year, whereas in Santander only 6 days a year see sub-zero temperatures

That in Antwerp it rains twice as much as in Milan (roughly 200 days of rain vs. 100 days)

That Izmir has less than 2 days a year with snow on the ground and Berlin has almost 30 days



Wide variety of weather patterns in Europe

 Days with rain

 Days with snow



Europe shows a wide variety of weather patterns, with **big differences** from city to city and increasingly **unpredictable** conditions



Adapting to changing weather conditions

Traditionally...

Drivers in more severe winter climates and who drive a lot would use summer tires in summer and switch to winter tires in winter

But drivers in more moderate winter climates, in urban areas not covering long distances tend to drive on summer tires all year long

Summer tires are perceived as the **‘standard tire type’** as almost all new cars are equipped with summer tires

In the UK for example, **drivers think they have ‘All Season’ tires, but actually drive summer tires all year long*** which doesn't prepare them for – unexpected – winter conditions

* Ipsos Goodyear All Seasons qualitative research 2016





All Season

But...

There is an alternative in the form of a real All Season tire. Offering 3 important benefits:

Versatility



- Excellent performance in all weather conditions
- Ready for unpredictable weather
- Especially suited to rain and winter

Safety



- Shorter braking distance on snow*
- Shorter braking distance on wet*

Convenience



- Budget-friendlier and time-saving vs. summer-winter solution

*Compared to average of four competitors (Michelin CrossClimate+, Continental AllSeasonContact, Pirelli Cinturato All-Season and Vredestein Quatrac 5). Measured by TÜV SÜD Product Service in August 2017 ordered by Goodyear; Size: 205/55R16; Test Car: VW Golf VII; Location: Cardrona (NZ), Colmar-Berg (L), Montpellier (F), Wittlich (D) Papenburg (D) Uni Neubiberg (D) TÜV SÜD Garching (D); Report nr: 713112421

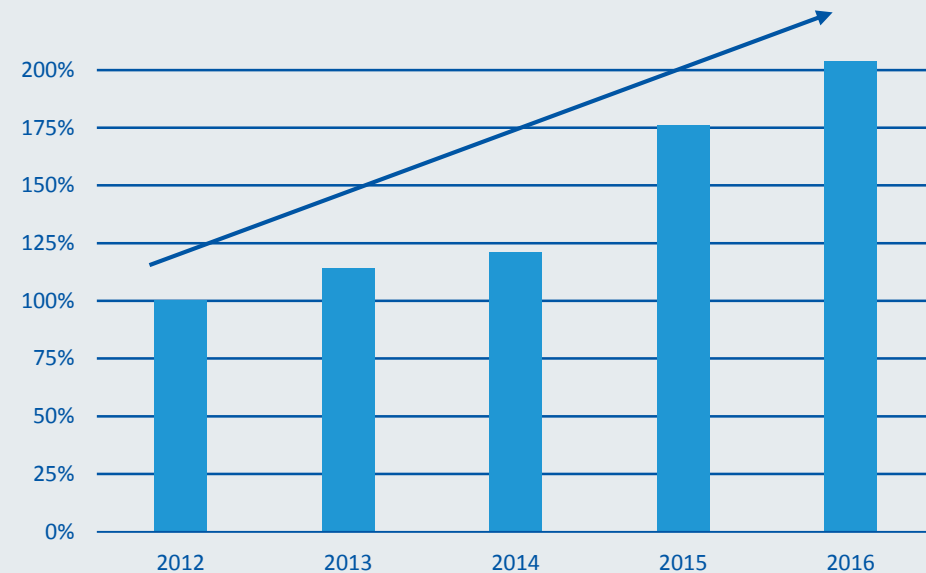


Market trend

“82% of consumers indicated they wanted tires that are safe in different weather conditions.”¹

- This preference is reflected in the European All Season market evolution.
- Consumers are increasingly buying All Season tires across Europe, with the All Season market more than doubling in the last 5 years.²

All Season tire market evolution



Although the All Season market is growing, many drivers still drive summer tires all year round
=> Changing to All Season will prepare them better for various and unpredictable weather conditions

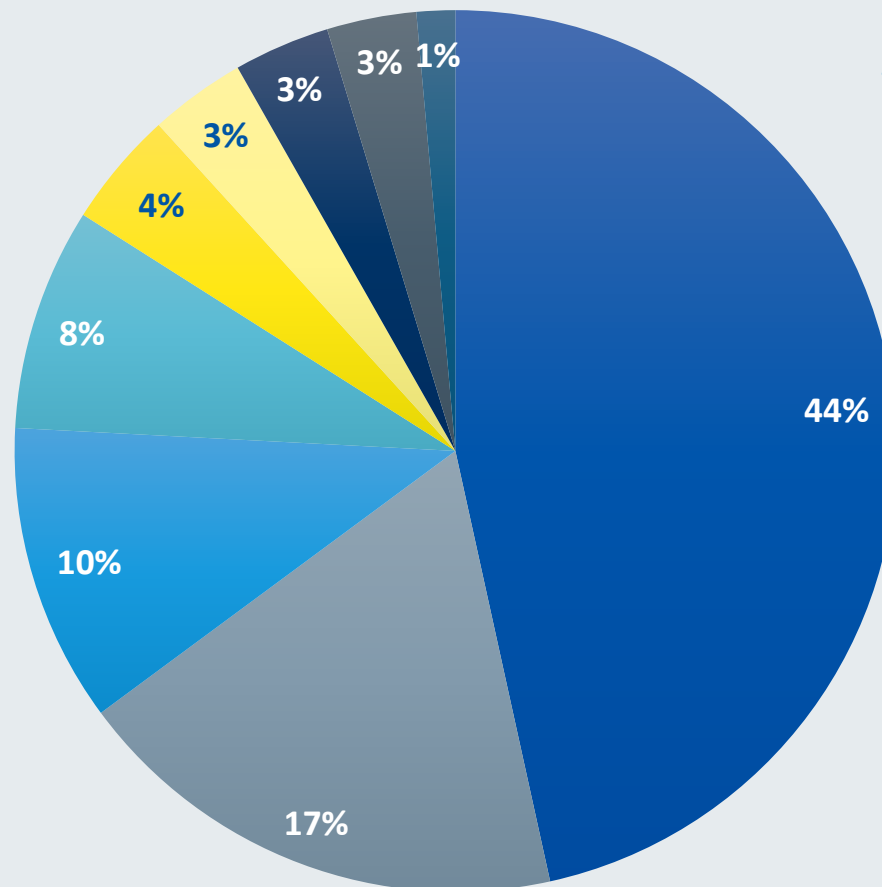
¹Source: Ipsos Marketing Goodyear Consumer survey 2016

²Source: ETRMA – BeNeLux, Central Europe, DACH, France, Iberia, Italy/Greece, Nordics, UK/Ireland



All Season split per market

- Germany biggest All Season market, with 44% of All Season tires sold.
- Italy, France, the Netherlands and the UK complete the top 5.



All Season Country Mix (2016)

- Germany
- Italy
- France
- Netherlands
- United Kingdom
- Poland
- Belgium
- Spain
- Romania



Tire industry forecast Europe

■ All Season segment forecast Europe

- It is predicted that the All Season tire market will grow by 80%. Almost doubling the tire sales in 5 years.





Marc Roquefort

Marketing Product Manager

Goodyear Europe, Middle East & Africa

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Did you know...

Goodyear launched the very first All Season tire back in 1977, the 'Tiempo'.

A lot has changed since then...



Vector 4Seasons family

Over 30 years of excellent performance all year long.




Goodyear is the inventor
of All Season tires...



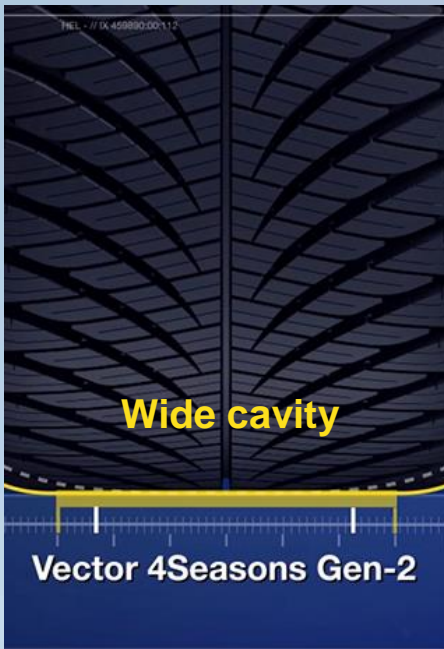
GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance



Improved arrangement of smaller and connected blocks

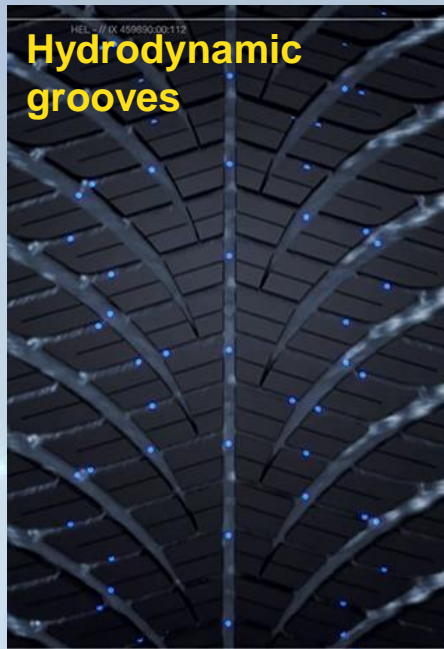
Winter performance



Wide cavity

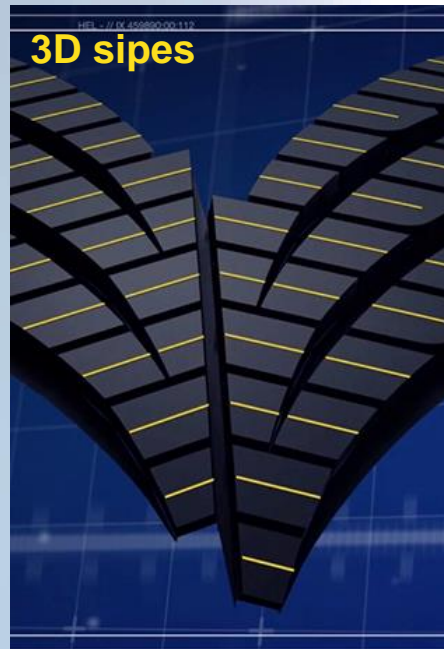
Vector 4Seasons Gen-2

Winter performance



Hydrodynamic grooves

Wet performance



3D sipes

Dry performance



Increased silica proportion

Overall performance



GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance



- **Feature**
 - Improved arrangement of smaller and connected blocks
- **Benefit**
 - Provides improved overall performance on snowy roads



GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance

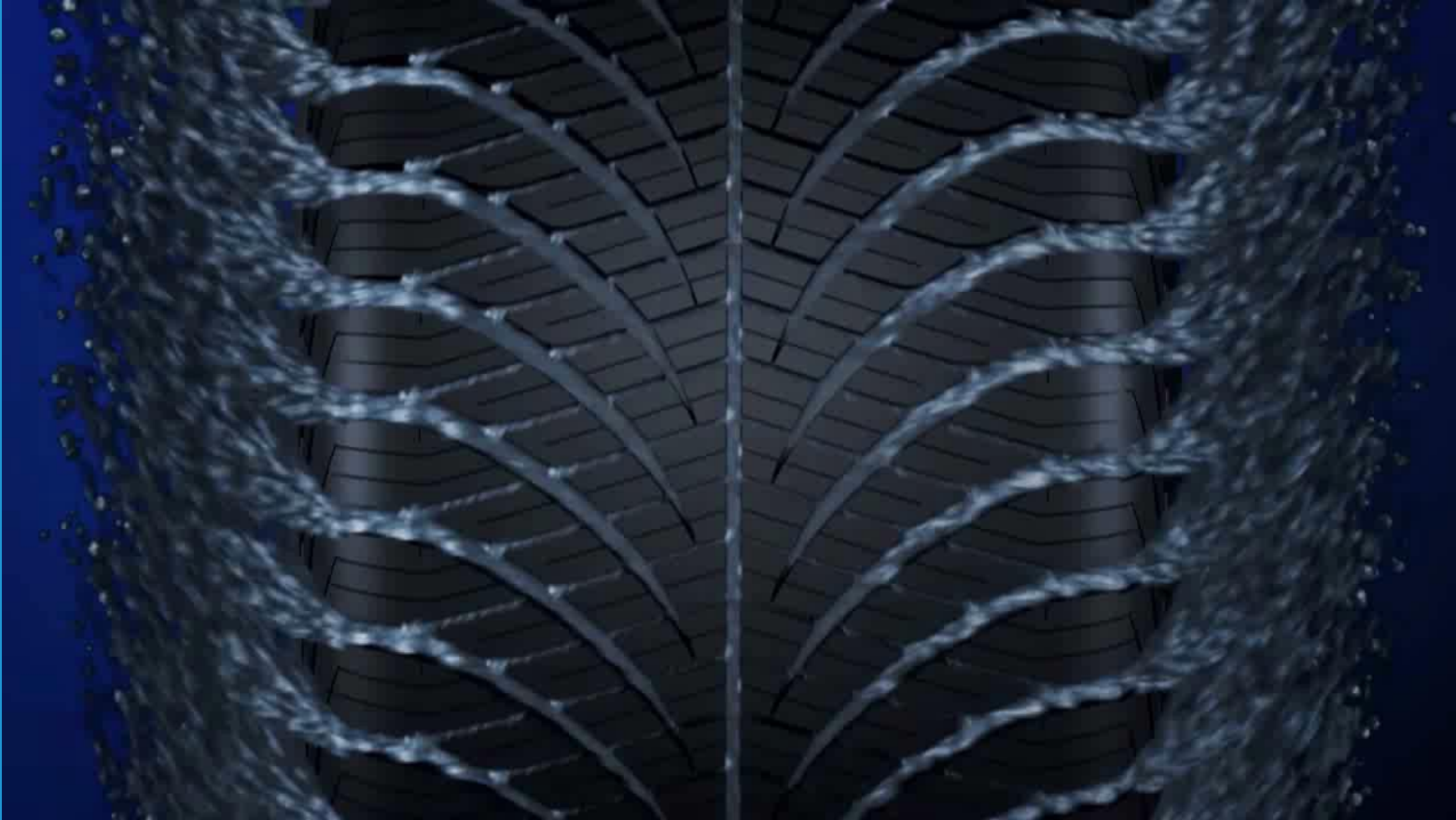


- **Feature**
 - Wide cavity
- **Benefit**
 - Provides improved overall performance on icy roads



GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance



- **Feature**
 - Hydrodynamic grooves
- **Benefit**
 - Provide better aquaplaning resistance on wet and slushy roads



GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance



- **Feature**
 - 3D sipes
- **Benefit**
 - Provide enhanced tread stiffness for improved stability and handling on dry roads



GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance



Standard compound plasticizer

- **Feature**
 - SmartTred plasticizer
 - Latest polymer technology
 - Increased silica proportion
- **Benefit**
 - Provides better overall performance on wet, slushy and icy roads



Legal requirements

Thanks to the state-of-the-art technology in the Vector 4seasons Gen-2 you can drive safely year-in-year-out.

The 3 peak snowflake label allows you to drive the Vector 4Seasons' tires in markets with strict winter regulations, Germany for instance.



M&S or M+S: a tire that performs better in mud and fresh or melting snow than a normal tire. M+S marking is linked to design rules



3PMSF: a tire whose tread pattern compound or structure are primarily designed to achieve better results in snow conditions than a normal tire. 3PMSF is linked to a test result versus a reference tire



Did you know...

More than 80% of accidents in winter happen due to the **lack of grip on wet roads**. This clearly shows the importance of a tire's good wet grip performance.



TÜV SÜD – independent testing agency



- TÜV SÜD is a global testing & certification provider
- It's an independent agency that conducts impartial tests
- Its tests are a key indicator of how good a company's product performs

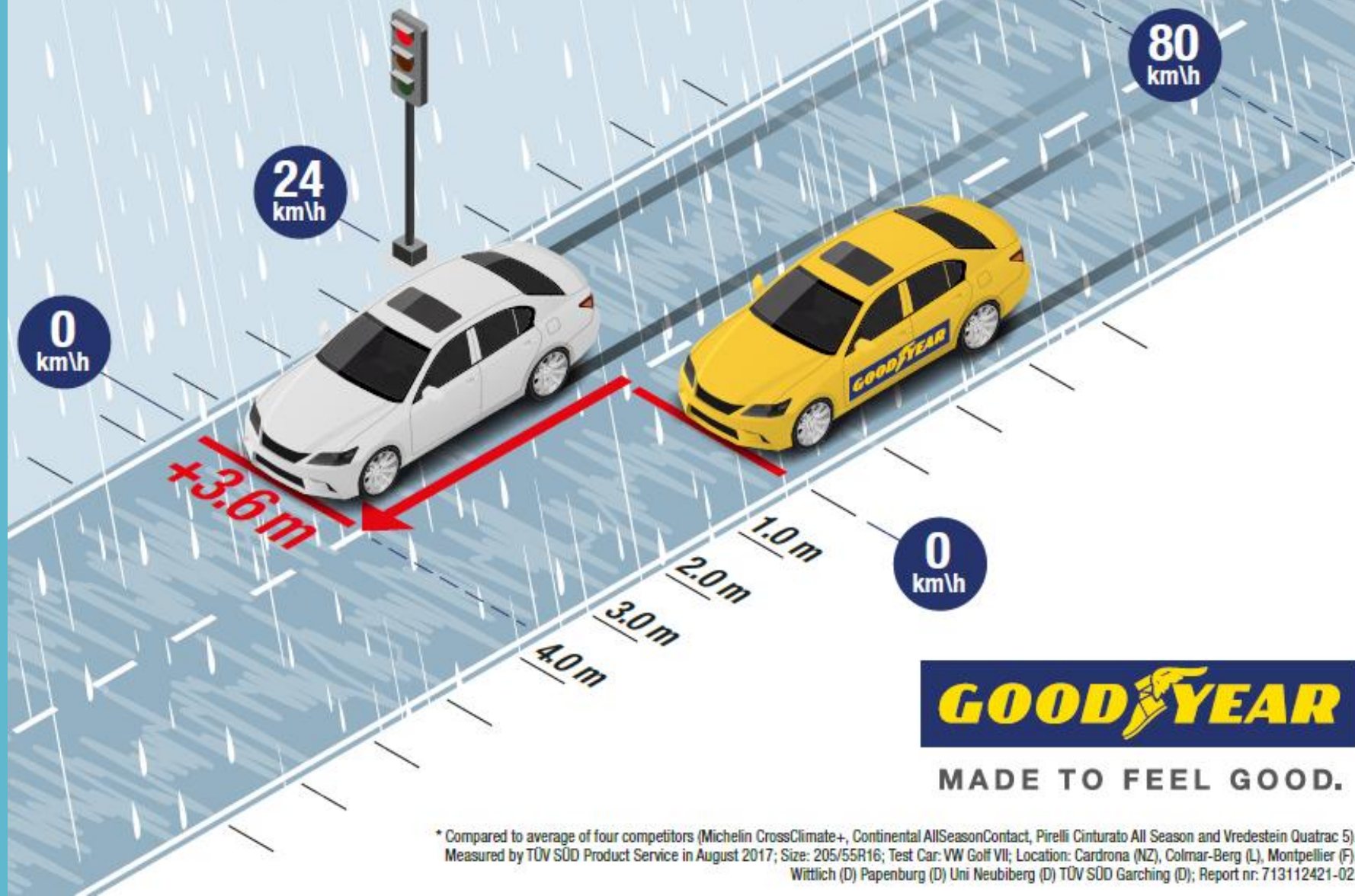




Wet

Goodyear Vector 4Seasons Gen-2.

Best in test in braking distance on wet roads delivering **3.6 m shorter braking distance**.*



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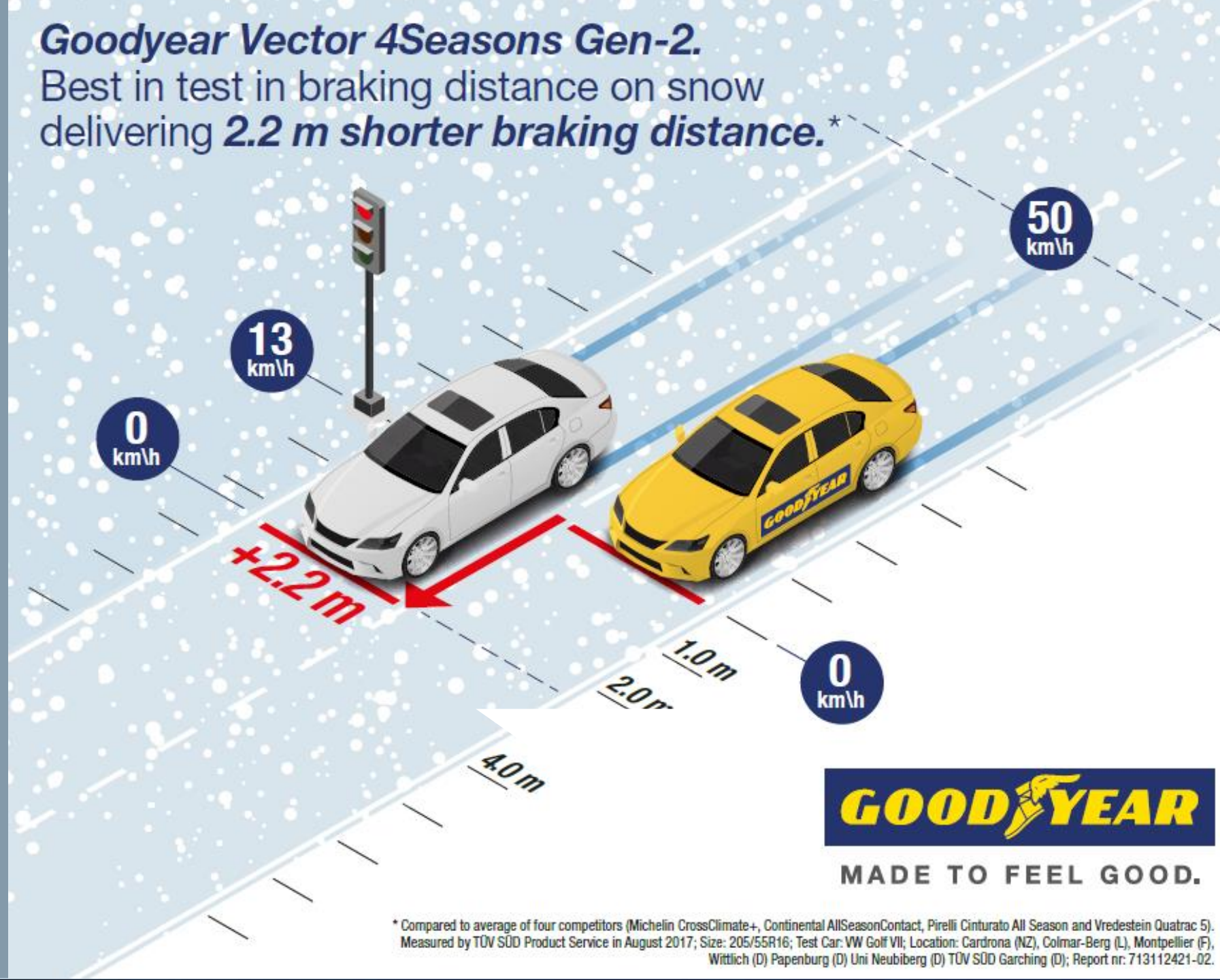
* Compared to average of four competitors (Michelin CrossClimate+, Continental AllSeasonContact, Pirelli Cinturato All Season and Vredestein Quattrac 5). Measured by TÜV SÜD Product Service in August 2017; Size: 205/55R16; Test Car: VW Golf VII; Location: Cardrona (NZ), Colmar-Berg (L), Montpellier (F), Wittlich (D), Papenburg (D), Uni Neuburg (D), TÜV SÜD Garching (D); Report nr: 713112421-02



Snow

Goodyear Vector 4Seasons Gen-2.

Best in test in braking distance on snow
delivering **2.2 m shorter braking distance**.*



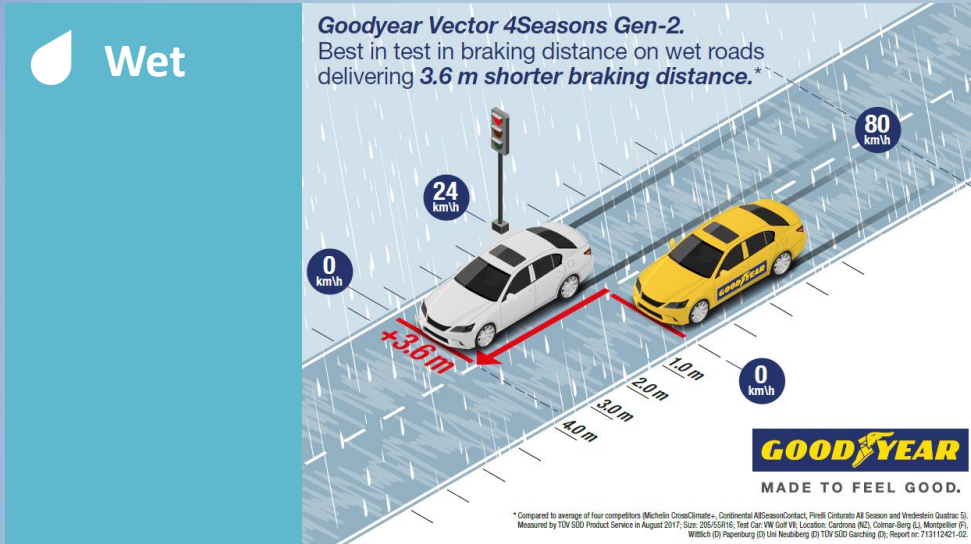
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Wittlich (D) Papenburg (D) Uni Neuburg (D) TÜV SÜD Garching (D); Report nr: 713112421-02.



TÜV Test: results



- All Season tires are adapted to regions that have soft winters but still see heavy rain, light snow and ice.
- The Goodyear Vector 4Seasons Gen-2 is a balanced tire with excellent performance in all circumstances
- This is shown in the test results from TÜV, with the Vector 4Seasons Gen-2 number 1 in braking on wet and snow (versus leading competitors)

Excellent braking in **wet and snowy conditions**



Endorsed by independent tests



Goodyear's Vector 4Seasons Gen-2 is unquestionably up to the task, it has excellent performance on snow and very good wet grip.

Auto Bild, October 2017



“Nearly as good as a winter tire on snow, has a very short braking distance in wet, very silent and comfortable”

Auto Bild allrad, July 2017



“Easily controllable and good-natured understeering tire on snow. Acceptable dynamic in wet, stable and safe curve-dynamic on dry roads”

Auto Motor Und Sport, September 2016





... and embraced by leading car manufacturers



Audi A1
Vector 4Season Gen-2



Audi A4
Vector 4Season Gen-2



Ford Focus
Vector 4Season Gen-2



Ford C-Max
Vector 4Season Gen-2



Ford S-Max/Galaxy
Vector 4Season Gen-2



Ford Fiesta
Vector 4Season Gen-2



GM Opel Adam
Vector 4Season Gen-2



GM Opel Corsa
Vector 4Season Gen-2



GM Opel Meriva
Vector 4Season Gen-2



GM Opel Astra
Vector 4Season Gen-2



Renault Megane
Vector 4Season Gen-2



Seat Leon
Vector 4Season Gen-2



Volkswagen Golf 7
Vector 4Season Gen-2



Audi Q3**



Audi A3*



Audi A5*



Audi A6*



Fiat 500L Trekking*



Fiat Panda Cross*



Ford Mondeo*



Ford EcoSport*



Ford B-Max*



GM Opel Astra GTC 3400**



GM Opel Zafira Tourer*



GM Opel Insignia*



GM Opel Mokka*



Jeep Renegade Trail Hawk*



Mercedes-Benz A-CLASS*



Mercedes-Benz B-CLASS*



Mercedes-Benz CLA-CLASS*



Peugeot PSA 2008*



Renault Captur*



Renault Clio 4*



Renault Kadjar*



Renault Talisman*



Volkswagen Golf*



Volkswagen Tiguan*



Volkswagen EOS*



Volkswagen Beetle*



Volkswagen Passat*

* Goodyear Vector 4Seasons / ** Goodyear Vector 4Seasons SUV



Since its introduction less than 2 years ago, the Goodyear Vector 4Seasons Gen-2 has secured over 54 approvals on 27 platforms from 10 car manufacturers.





In a nutshell: why buy All Season tires

Versatile



- Excellent performance in all weather conditions
- Ready for unpredictable weather
- Especially suited to rain and winter

Safe



- Shorter braking distance on snow*
- Shorter braking distance on wet*

Convenient



- Budget-friendlier and time-saving versus summer-winter solution

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Key take-aways

1 The All Season market is growing year on year in Europe & Turkey

2 Goodyear has been at the forefront of the All Season segment, launching the first ever All Season tire back in 1977

3 Today, Goodyear's Vector family offers:

- Performance: excellent driving performance thanks to the latest tire design and technology
- Peace of mind: safety and control in all weather conditions, across the seasons (vs. driving summer tires all year long)
- Convenience: one set of tires all year round, saving time and money



Q&A

Please address any questions you might have to our speaker panel:

- **Herman Vereecken,**
Manager Communication Strategy & Deployment
GIC*L and DDC*H
- **Eddy Geerdink,**
Director Marketing Execution Consumer Tires
- **Marc Roquefort,**
Marketing Product Manager Goodyear EMEA



Thank you.



All information is available on:

<http://news.goodyear.eu/events/goodyear-all-season-event-october-10-11-2017>



#GoodyearAllSeason

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