



Press Information

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Less fuel and less CO₂ thanks to unique 'FuelSaving Technology'

Goodyear introduces EfficientGrip: the more environmentally friendly tire for less fuel consumption and more mileage

Geneva, Switzerland, March 3, 2009 – Goodyear, one of the world's largest tire manufacturers, introduces EfficientGrip with FuelSaving Technology – a brand-new more environmentally friendly high-performance summer tire that delivers important fuel savings while offering high mileage and excellent wet braking performance levels.



Tests by Goodyear's tire evaluation department in Luxembourg show¹ that the new Goodyear EfficientGrip provides:

- 15% better rolling resistance
- 3% shorter braking distance on wet
- 3% better wet handling

Additionally, extensive long-term tread wear tests show² extremely positive results for the tire's mileage potential: A car equipped with the new Goodyear EfficientGrip can drive up to

- 25 percent more kilometers,

which is another significant benefit for consumers and more friendly towards the environment.

"Low rolling resistance is the key performance indicator when aiming for lower fuel consumption and CO₂ emissions," explained Jean-Pierre Jeusette, Goodyear's Director Tire

¹ Compared to the average performance of six leading competitors' tires. Tested by Goodyear Technical Center Luxembourg in December 2008; tire size: 205/55R16; test car: VW Golf.

² Compared with its predecessor, tested by Goodyear Technical Center Luxembourg from March to December 2008; car: VW Golf; tire size: 205/55R16.



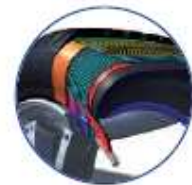
Technology Consumer Tires for Europe, Middle East and Africa. *“Our customer benefit goals were very ambitious and we have achieved them by using advanced materials and the latest developments in manufacturing techniques: thanks to Goodyear’s new FuelSaving Technology we are now able to present an environmentally friendlier tire with very low rolling resistance levels and high mileage potential that at the same time fulfills Goodyear’s strict requirements for important performance areas such as wet handling and wet braking,”* said Jeusette.

Revolutionary FuelSaving Technology

Goodyear EfficientGrip is the first tire that features the company’s innovative FuelSaving Technology. The term ‘FuelSaving Technology’ comprises several technological advances that directly affect the tire’s rolling resistance: a special light-weight tire structure, a patented ‘CoolCushion Layer’ and advanced compound materials and innovative manufacturing techniques. Together these various elements reduce the amount of energy required to make the tire roll, which reduces the car’s fuel consumption and hence its CO₂ emissions.

Light weight tire structure

Using new materials and an efficient structure, the tire’s weight has been reduced by about 10%³. Less material with less heat generation leads to reduced rolling resistance levels. Compared to its predecessor, the EfficientGrip features a lower polyester ply end and a sidewall using less material, which contributes to the lower weight as well as to reduced rolling resistance.



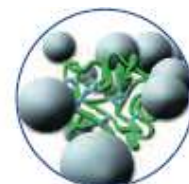
Patented CoolCushion Layer

A new thermo-plastic ingredient used as a reinforcing agent replaces partially carbon black for less weight and less heat generation, resulting in a further decrease of the tire’s rolling resistance.



Advanced compound materials

“The various compounds used in a tire significantly contribute to its performance; they are the result of intensive research and development by highly skilled compound engineers and material specialists and are probably one of the best kept secrets of each premium tire. For the EfficientGrip we not only use the latest



³ Versus its predecessor (sizes: 195/65R15 and 205/55R16).



generation of polymers: through the usage of advanced reinforcement and linking agents in the EfficientGrip's various compounds, the energy dissipation capability of the components has been greatly improved, reducing the tire's rolling resistance," explained Jeusette.

**Goodyear EfficientGrip:
major benefits for consumers and more friendly towards the environment**

Save energy and money

Goodyear developed the revolutionary EfficientGrip tire to meet consumer's growing demand for less costly driving. A car equipped with the new Goodyear EfficientGrip will consume less fuel thanks to Goodyear's unique FuelSaving Technology.

More environmentally-friendly

EfficientGrip offers additional environmental improvements beyond its fuel consumption benefits and the reduced CO₂ emissions. The silica tread compound uses the latest generation of polymers and, inline with the European legislation, does not contain any highly aromatic oils. The new EfficientGrip is ten percent lighter than its predecessor and due to the fact that less material is used in the tire itself, carbon dioxide emissions have been reduced during production. Less material for the tire production combined with the fact that fewer tires are needed to achieve a given mileage, ultimately leads to less material to be recycled at the end of the tire's life.

Confident driving – even on wet

Research has shown that consumers want tires that provide very high levels of safety (76%)⁴, especially on wet roads. While being more friendly towards the environment, the EfficientGrip does not compromise on wet performance and still delivers excellent wet braking and handling performance results.

EfficientGrip is equipped with a set of four wide circumferential grooves, whose shape and positioning have been improved to better disperse water and increase the tire's aquaplaning resistance. The rearrangement of the blades, as well as the high number of biting edges, provides more grip on wet roads for excellent braking and handling performance.

The EfficientGrip's improved tread compound microstructure further contributes to the tire's increased grip on wet and rainy roads.

⁴ Source: Goodyear Tire Awareness and Attitude Survey (TAAS) 2007.



Improved mileage

The EfficientGrip's innovative silica tread compound uses the latest generation of polymers for improved mileage. The tread also features a computer-optimized tread pattern stiffness that provides a more uniform pressure distribution. This helps deliver higher mileage and a more uniform tread wear. Moreover, the tread compound features a newly introduced curing agent that also contributes to a significant reduction of tread wear.

Leading car manufacturers choose EfficientGrip as Original Equipment

The new Goodyear EfficientGrip has already been approved as Original Equipment by several car manufacturers, such as Renault for the new Megane 3 and Mercedes for the E-Class. Various additional OE approval projects with leading car makers are ongoing.

Available in various sizes

With the launch of the EfficientGrip, Goodyear continues its history of introducing innovative tire technologies, delivering a tire that provides environmental benefits without compromising the safety relevant performance areas such as wet braking or handling. The new EfficientGrip will be available in various sizes covering a wide range of cars from the compact class up to the luxury class:

255/35R18 94 Y XL	225/50R16 92 W	185/60R15 88 H XL
205/40R17 84 W XL	225/50R17 98 W XL	195/60R15 88 H
225/40R18 92 W XL	195/55R15 85 H	195/60R15 88 V
235/40R18 95 Y XL	195/55R15 85 V	205/60R15 91 H
245/40R18 97 Y XL	195/55R16 87 H	205/60R15 91 V
255/40R17 94 Y	195/55R16 87 V	205/60R15 95 H XL
205/45R16 83 W	205/55R16 91 H	205/60R16 92 H
205/45R17 88 W XL	205/55R16 91 V	205/60R16 92 V
225/45R17 91 W	205/55R16 91 W	205/60R16 96 W XL
225/45R17 94 Y XL	205/55R16 94 V XL	225/60R16 98 W
245/45R17 95 Y	215/55R16 93 V	225/60R16 102 V XL
245/45R17 95 W	215/55R16 93 W	185/65R15 88 H
245/45R17 99 Y XL	215/55R16 97 H XL	195/65R15 91 H
245/45R18 100 Y XL	215/55R17 98 W XL	195/65R15 91 V
195/50R15 82 V	225/55R16 95 W	205/65R15 94 H
205/50R16 87 W	225/55R16 99 Y XL	205/65R15 94 V
205/50R17 93 W XL	225/55R17 101 W XL	
215/50R17 95 W XL	185/60R14 82 H	



About Goodyear

Goodyear is one of the world's largest tire companies. Goodyear employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world.

Goodyear's innovations have set automotive standards for more than 100 years. Goodyear has been the pioneer of the innovative safety technology known as RunOnFlat, which allows a driver to continue on a journey with a punctured tire. Goodyear is the world's leading manufacturer of RunOnFlat tires, with applications on various BMWs, the award winning Mini, Mercedes-Benz high performance cars, Opel and other brands. Additional Goodyear RunOnFlat fitments are on the horizon, as the company's designers are working with multiple automobile manufacturers on more than 150 RunOnFlat projects.

For more information on Goodyear and its products, visit www.goodyear.com.