



## Press Information

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### New Goodyear summer tire for less fuel consumption and more mileage

## Goodyear EfficientGrip granted with prestigious Nordic Ecolabel 'the Swan'

Mireval, France, March 23, 2009 – Goodyear's brand-new ultra-high performance summer tire EfficientGrip has been granted the Nordic Ecolabel, commonly known as 'the Swan'. To receive the prestigious Nordic Ecolabel the EfficientGrip had to fulfill stringent environmental criteria.



*"We are very proud that we got awarded with the Nordic Ecolabel since the new Goodyear EfficientGrip is truly a tire that is more environmentally friendly by reducing the car's fuel consumption and CO<sub>2</sub> emissions,"* said Jean-Pierre Jeusette, Goodyear's Director Tire Technology Consumer Tires for Europe, Middle East and Africa.

With over 60 product and service criteria, the Nordic Ecolabel has requirements for the entire product lifecycle from raw materials to the finished product and also investigates quality and functionality aspects of the product.

Goodyear EfficientGrip delivers important fuel savings while offering high mileage and excellent wet braking performance levels, thanks to the tire's innovative FuelSaving Technology. The term 'FuelSaving Technology' comprises several technological advances that directly affect the tire's rolling resistance, which is the key performance indicator when aiming for lower fuel consumption and CO<sub>2</sub> emissions.





The objective of the Nordic Ecolabel is to provide information to consumers to enable them to select products that are less harmful to the environment. For a tire to be classified as a Nordic Ecolabelled product, the following conditions must be met: use of raw materials with low environmental impact, environmentally sound tire production, low noise levels, low rolling resistance and good durability. Strict safety criteria are also required.

*“We appreciate that the Nordic Ecolabel not only looks at the ecological soundness of tires but also at the even more important safety requirements. The new EfficientGrip not only reduces fuel consumption and shows high mileage levels; it also provides an excellent wet braking and handling performance, which is an essential prerequisite for Goodyear,”* said Jeusette.

The Nordic Ecolabel was established in 1989 by the Nordic Council of Ministers and is given to products and services that fulfill stringent environmental criteria. It is locally implemented by the governments of Sweden, Norway, Iceland, Denmark and Finland. It is the official Ecolabel in these countries and commonly known as 'the Swan' because of its symbol.

### **Goodyear EfficientGrip: More environmentally-friendly**

EfficientGrip offers additional environmental improvements beyond its fuel consumption benefits and the reduced CO<sub>2</sub> emissions. The silica tread compound uses the latest generation of polymers and, in line with the European legislation, does not contain any highly polycyclic aromatic oils. The 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.

### **Goodyear EfficientGrip: Confident driving – even on wet**

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.



### **Goodyear EfficientGrip: 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.

### **About Goodyear**

Goodyear is one of the world's largest tire companies. Goodyear employs approximately 75,000 people and manufactures its products in more than 60 facilities in 25 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](http://www.goodyear.com).

### **About the Nordic Ecolabel**

The Nordic Ecolabel, commonly known as "The Swan" is the official Ecolabel in the Nordic countries. The Nordic Ecolabel's vision is a sustainable society with a sustainable consumerism. The Nordic Ecolabel was initiated by the Nordic Council of Ministers in 1989 and today there are 66 product areas that can apply for the Nordic Ecolabel license.

More information is available at [www.svanen.nu](http://www.svanen.nu).