

Press Information

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Less fuel and less CO₂ thanks to unique FuelSaving Technology

Athlon Car Lease chooses Goodyear EfficientGrip tire

Brussels, Belgium, July 23, 2009 – Athlon Car Lease International has chosen the new environmentally friendly Goodyear EfficientGrip tire as key tire for its extended car fleet across Europe. This conscious decision for the industry's leading low rolling resistance tire is Athlon's next step in the development of a comprehensive 'Corporate Social Responsibility' (CSR) program towards a consequent sustainable business approach.

With branches in eight European countries managing more than 200.000 car contracts Athlon Car Lease is one of Europe's leading car lease companies. "Our philosophy is to promote 'sustainable mobility', which comprises various business aspects, including a smart tire choice," said Jeroen Geenen, Senior Vice President Operations, Athlon Car Lease International. "But just looking at the tire's low rolling resistance level and fuel saving potential was not enough: Athlon's choice of tires needs to fulfill stringent safety requirements, in particular concerning wet performance. The Goodyear EfficientGrip with its reliable TÜV SÜD data convinced our experts," said Geenen.



Independent performance tests¹ run by German TÜV SÜD Automotive, one of Europe's leading testing and certification organizations, prove that the new Goodyear EfficientGrip provides:

- 13% better rolling resistance
- 2% shorter braking distance on wet and dry roads

¹ Compared to the average performance of four leading competitors, tested by TÜV SÜD Automotive in March 2009; tire size: 205/55R16; car: VW Golf; report Nr 76236753. With more than 30 years experience as a research and testing organization in tire and wheel technology, TÜV SÜD Automotive is an internationally recognized independent industry authority when it comes



- 1.9% better fuel consumption

Additionally, extensive long-term tread wear tests¹ conducted by TÜV SÜD Automotive show very positive results for the tire's mileage potential: A car equipped with the new Goodyear EfficientGrip can drive up to

- 49%t more kilometers with the EfficientGrip on the free axle and 8% more kilometers with the EfficientGrip on the driven axle,

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

"Considering Athlon's impressive fleet of cars EfficientGrip's positive effects for the environment and Athlon's customers are significant", said Véronick Allard, International Fleet Sales Manager, Goodyear Dunlop Tires Europe BV. *"Thanks to our innovative FuelSaving Technology the Goodyear EfficientGrip delivers important fuel savings and reduces CO₂ emissions while offering excellent wet braking performance levels. EfficientGrip is available in various sizes covering a wide range of cars from the compact class up to the luxury class, which covers most of Athlon's needs in tire sizes,"* said Allard. Goodyear Dunlop is one of Athlon's leading tire partners. The right tire choice plays an important role in the management of major fleets.

"The decision to equip our cars with more environmentally friendly tires was another step in our ambitious 'Corporate Social Responsibility' approach. The Goodyear EfficientGrip delivers an excellent fuel saving potential which has a direct positive impact on cost and the environment. We will continue initiating activities to identify the various CSR aspects relevant to our company and assessing the way in which they are managed in the organization," said Kenan Aksular, Program Manager CSR and Mobility, Athlon Car Lease International.

Goodyear EfficientGrip's environmental friendliness has also been recognized officially: Goodyear's new tire has been granted the official 'Ecolabel' for the Nordic countries. Products that carry the Nordic Ecolabel fulfill stringent environmental criteria.

¹to tire testing and certification.



About Goodyear

Goodyear employs approximately 71,000 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.

About Athlon Car Lease

Athlon Car Lease International is a leading European car lease company with branches in eight European countries managing more than 200.000 contracts. It is part of "De Lage Landen International", which is a subsidiary of the Dutch triple A-rated Rabobank Group. De Lage Landen is a global provider of leasing, business and consumer finance solutions, including vendor finance and factoring. Athlon has its headquarter in the Netherlands.