



## Press Information

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Goodyear Optigrip: Better straight aquaplaning resistance after 20.000km than brand-new competitor tire<sup>1</sup>

## Goodyear SmartWear Technology heralds new era in tire technology

Brussels, Belgium, September 29, 2008 – OptiGrip, the innovative new Goodyear summer tire offers drivers excellent performance even when the tire is worn, thanks to its revolutionary SmartWear Technology. This technology has been purposely developed so that as the tread of the tire wears down, a new compound and new grooves appear to maintain excellent performance over the entire lifetime of the tire.

SmartWear Technology enables the Goodyear OptiGrip to deliver exceptional performance results – even after 20.000 or 30.000 km.

- OptiGrip shows better straight aquaplaning resistance after 20.000km than brand-new competitor tires<sup>1</sup>.
- OptiGrip delivers 20% better braking on wet after 30.000km than its two leading competitors.<sup>1</sup>
- OptiGrip retains twice as much control on wet after 30.000km<sup>1</sup>

## How SmartWear Technology works

Designing tires is an extremely complex exercise in science and physics. Tires consist of 20 or more specialized components and contain up to 25 different compounds. Each compound itself is a sophisticated mixture of various ingredients. "The tire tread, with its compound and design, is one of the most challenging parts in the tire development process. The tread is also the part that wears first in the tire's life-time. This process significantly influences the tire's performance on wet roads," said Jean-Pierre Jeusette, Director Tire Technology Consumer Tires for Europe, Middle East and Africa.

The new Goodyear SmartWear Technology is the culmination of several years of research into the design, engineering and physics of tire tread technology. More than 50 research engineers and scientists have worked on the development of Goodyear's latest technology.

Goodyear's revolutionary solution to the problems caused by worn tires takes form in the shape of the new OptiGrip, with its SmartWear Technology. This SmartWear Technology has been specifically developed so that as the surface tread wears down, new compounds and grooves appear to maintain wet grip and aquaplaning performance at a high level. The new OptiGrip therefore retains an outstanding performance even when it wears.

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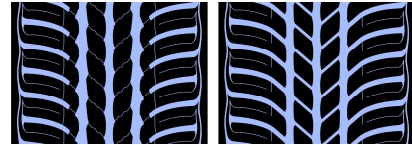
<sup>1</sup> Tested against two leading competitors in April 2008 by TÜV SÜD Automotive, tire size: 225/45R17; car: VW Golf 2.0 FSI; report #76230122-1.



## SmartWear Technology: Innovative tread design technology

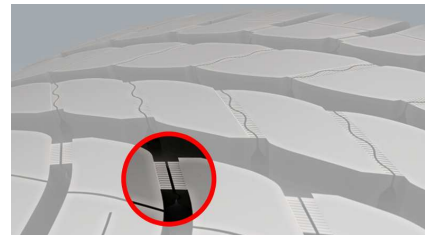
SmartWear Technology is most visibly encapsulated in a highly advanced and uniquely visible tread design, which continues to change throughout the tire's lifetime to offer continued excellent performance.

The first layer of the tire compound, which is visible when the tire is new and during the earlier stages of the product's lifetime, features an innovative sipe design with 3D interlocking technology in the upper section of the tread blocks.



The stable centre area transmits the steering movements directly to the road surface, while the solid outside shoulder blocks gradually take over the transmission of the cornering forces. The result: a more even pressure distribution over the entire footprint of the tire and consequently improved handling stability. This design imparts a tread stiffness that contributes to dry handling performance and extends the lifetime of the tire.

As the tire continues to wear, a second compound layer with sipes and grooves featuring hidden channels below the tread surface are gradually revealed. These new grooves facilitate efficient water evacuation and maintain a high level of wet grip and aquaplaning resistance throughout the entire tire life-span.



## SmartWear Technology: Groundbreaking compound technology

SmartWear Technology also features the combination of two specially-designed compounds. This dual-layered compound concept ensures high levels of grip and vehicle control on both dry and wet even when tire wears down.



The top compound offers tread design stiffness which contributes to dry handling performance and high mileage. As the tire's top compound wears down, more and more of the bottom compound is progressively exposed. The bottom compound is designed for increased grip on wet roads and maintains excellent wet braking and handling performance as well as aquaplaning resistance throughout the entire life of the tire.

"The SmartWear Technology of Goodyear's new OptiGrip provides enormous wet weather performance benefits, especially as the tire wears down," said Goodyear's Head of Tire Evaluation, Joseph Lambert, adding: "Our tests and the results from wet braking, wet handling and aquaplaning resistance tests performed by the independent organization TÜV SÜD Automotive confirm that we have developed an extremely



innovative technology, which has led to a very durable tire that delivers excellent performance after 20.000 and even 30.000 km.<sup>2</sup>

### **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. In 2007 Goodyear supplied more than two million RunOnFlat tires.

For more information on Goodyear and its products, visit [www.goodyear.com](http://www.goodyear.com).

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