



## Press Information

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Revolutionary SmartWear Technology leads to excellent performance of worn tire<sup>1</sup>

### **Independent TÜV SÜD proves: Goodyear summer tire OptiGrip has 20% shorter braking distance on wet roads after 30.000km<sup>1</sup>**

Brussels, Belgium, September 29, 2008 – 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 to tire testing and certification.

Goodyear is therefore proud to announce that the new Goodyear OptiGrip summer tire has been endorsed by TÜV SÜD Automotive after extensive quality and performance testing. The new tire, with its revolutionary SmartWear Technology, has been certified as delivering significantly enhanced performance over its main competitors in tests that measured aquaplaning resistance, wet handling and wet braking using new tires and tires that had already rolled for 20.000 and 30.000 kilometers.



Automotive

The new OptiGrip offers drivers a tire that performs exceptionally well – both when new and after 20.000 or even after 30.000 kilometers. In fact, the new OptiGrip performs so well at 20.000 kilometers that it delivers a better aquaplaning resistance than some of its competitor tires do when brand new.<sup>1</sup>

“These are amazing results. If you drive 15.000km each year the new Goodyear OptiGrip’s braking distance is – even after two years and 30,000km – still as good as a top competitor tire was two years ago when it was brand new”, said Jean-Pierre Jeusette, Director Tire Technology Consumer Tires for Europe, Middle East and Africa. He explained: “It’s easy to develop a tire that provides a lot of mileage. Our focus is on the development of tires with an excellent performance in safety relevant areas such as braking and handling, particularly for driving in rain on wet roads. Thanks to our innovative SmartWear Technology the OptiGrip shows brilliant performance in wet handling and wet braking over its whole lifetime – without having to compromise on mileage or other important parameters.”

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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.



## Safety is of primary concern for most drivers

Goodyear consumer research has shown that in Europe safety is of primary concern for most drivers, especially in wet weather and circumstances requiring braking. Out of the top five consumer needs, three are safety related.<sup>2</sup>

When developing new tires, Goodyear always focuses on the safety benefits its products can bring to drivers. Worn tires on wet road surfaces increase the risk of loss of traction and grip. Drivers have to be more careful driving with worn tires particular in rain on wet roads to avoid losing control over their vehicle. One of the most critical aspects, particularly when related to tires with higher mileage levels, remains handling and braking on wet road surfaces.

“Usually only new tires are tested for their driving performance, but tires endure a lifetime of conditions where their performance is called upon. Therefore we aimed to find out how a tire behaves during its life-cycle,” said Michael Staude, Manager Tires and Wheels, TÜV SÜD Automotive.

## TÜV SÜD confirms OptiGrip’s wet performance

With tests at facilities in Mireval, France, and using a VW Golf 2.0 FSI with 225/45 R17 tires, TÜV SÜD measured the performance of OptiGrip on both dry and wet surfaces.<sup>3</sup>

In the tests against two leading competitors, the exceptional wet braking and handling properties of the OptiGrip tire – even after 30.000 km – were confirmed.

“Tires with high-kilometer readings and worn tread offer lower grip and extend the braking distances. A tire, which doesn’t change its performance attributes during its lifetime, would be ideal,” explained Staude.

OptiGrip outperforms its main competitors in terms of wet braking, wet handling and aquaplaning resistance to achieve

- a 20% shorter braking distance on wet after 30.000km<sup>3</sup>,
- a 6% better resistance to aquaplaning after 30.000km<sup>3</sup>,
- twice as much control on wet as its competitors after 30.000km<sup>3</sup>.

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<sup>2</sup> Source: Tire Awareness and Attitude Survey (TAAS) 2006.

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## Sophisticated tire tests

After 30.000km, the wet braking performance of the tire, which delivered the most spectacular of all tests results, was measured, with a braking test between 80kmh and 20km/h. The Goodyear OptiGrip performed outstandingly: it stopped 20% shorter than its tested competitors.

For the aquaplaning tests the TÜV experts equipped the car with special wheel rotating sensors and a GPS-based device to measure the speed. In order to test the aquaplaning behavior in longitudinal direction, the vehicle was driven with one side in a flooded basin with a water depth of about 9 mm.



The wheel rotation speed of the right and the left front wheel is measured while the vehicle accelerates. At a certain speed, the front wheel running in the water basin begins to spin, which results in a difference of rotation speed of the front wheels.

To test the tires' aquaplaning behavior in curves, the vehicle was driven on a dry asphalt circle. An approximately 20m long segment of the circle is flooded with water. At a certain speed the car loses grip when reaching the flooded segment, which shows the testers the tires' curved aquaplaning performance.

The TÜV test results showed that the Goodyear OptiGrip provided a 6% better resistance to aquaplaning after 30.000km than its leading competitors.

For the subjective assessment of the ride and handling performance, the test vehicle was driven by an experienced TÜV driver on special handling circuits at and beyond the stability limits, analyzing different performance criteria. Overall the test vehicle fitted with Goodyear OptiGrip tires retained twice as much control in the wet as its competitors.<sup>4</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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