



# GOODYEAR OptiGrip

The tire that gets better and better\*.  
Now also recommended by the  
experts:



\* Versus tires without Smartwear technology



# GOODYEAR

## OptiGrip

Leading magazines and automotive clubs across Europe have tested the new Goodyear OptiGrip in comparative tires' tests. Their comments and recommendations are astonishing:

**NORWAY – Forbrukerrådet - Test winner out of 17**

Date: No. 2/2009

Size: 205/55R16 91V

*"Goodyear OptiGrip is the clear test winner. The tire has the best wet performance. It also has good driving properties on dry roads."* [...] (free translation from Norwegian)

**SWEDEN - Råd & Rön – Test winner out of 17**

Date: No. 2/2009

Size: 205/55R16 91V

*"Test winner in the size 205/55R16 is the Goodyear OptiGrip with the score 73."* [...] (free translation from Swedish)

**SWEDEN - Aftonbladet - Overall 2nd place out of 14**

Date: 17/03/2009

Size: 205/55R16 91V

*"A new rain tire which gets better the more it rains. It brakes nicely on wet and manages aquaplaning very well. The handling properties are very safe with good steering without losing grip on the rear."* [...] (free translation from Swedish)

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GERMANY - Auto Motor Sport Overall 2<sup>nd</sup> place out of 12, "Recommendable"

Date: 07/2009 (15 March 2009) Size: 205/55R16 91V

[...] "Very good control of driving behavior, first rate traction on wet, very good aquaplaning characteristics". [...]

"Clear results in the various wet tests: The new Goodyear (OptiGrip) celebrates [...] a shining start." [...]

(free translation from German)

FINLAND - Teknika Maaailma - Overall 2<sup>nd</sup> place out of 14

Date: No. 5/2009

Size: 205/55R16 91V

"The braking is high class and in aquaplaning the tire was **THE BEST IN TEST!** Goodyear is so easy to drive." [...]

(free translation from Finnish)

GERMANY - German Automotive Club ADAC magazine Motorwelt,

"Very recommendable"

Date: 03/2009 (March 2009)

Size: 205/55R16 91V

"Very balanced tire with best marks on wet and in fuel consumption. Low wear." [...] "With the OptiGrip Goodyear managed to present a super new summer tire." [...]

German)

(free translation from

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GERMANY - AutoBild, "This tire has three lives"

Date: 19/2009 (May 2009)

Size: 205/55R16 91V

*"In case of aquaplaning the OptiGrip provides clearly the larger safety margin. The OptiGrip's hidden channels that are open at 3mm tread depth guaranty more safety up to the minimum tread depth (1,6mm)."*

*"The braking results are unambiguous, too: The OptiGrip's level is impressingly high. While the standard tire's performance decreases with the decreasing tread depth, the OptiGrip's performance remains stable."*

*„While the worn standard tire loses grip on wet roads, the OptiGrip's fast lap times don't change thanks to the tire's second compound that has more grip in the wet.“[...]*

(free translation from German)

GERMANY - Stiftung Warentest, Test winner with "good (1.9)" out of 17

Date: 03/2009 (March 2009)

Size: 205/55R16 91V

*"The V-rated Goodyear OptiGrip wins because of its better performance on wet." [...]*

(free translation from German)

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## OptiGrip

GERMANY - Auto Motor Sport Test winner out of 6 with,

“Very Recommendable”

Date: 11/2009 (May 2009)

Size: 205/55R16 91V

“On wet roads: very safe handling, good traction and first class braking. Good aquaplaning properties.” [...]

(free translation from German)

BELGIUM - **Test Achats**, Test winner out of 17, OptiGrip received

“Best in Test” rating and ‘Best Buy’ recommendation

Date: 04/2009 (April 2009)

Size: 205/55R16 91V

“Safe tire in all situations, performing particular well on wet roads, high mileage, most economical tire in fuel consumption.” [...]

(free translation from French)

AUSTRIA - Austrian Automotive Club ÖAMTC, “Very Recommendable” –

if added to the overall table the OptiGrip is the test winner!

Date: 03/2009 (March 2009)

Size: 205/55R16 91V

“A real expert slightly outside the evaluation.” [...] “The new OptiGrip has deserved a ‘very recommendable’ [...]”

(free translation from German)

(free translation from German)

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## OptiGrip

### Recent questions from consumers... (part 1)

**Q1: Why are journalists and consumers so enthusiastic about the new Goodyear OptiGrip tire ?**

OptiGrip can deliver a solution to the power performance of worn tires. 1 in 10 accidents are due to worn tires and many consumers demanded an improvement in this area. With the new OptiGrip Goodyear offers a tire that provides very high performance levels over the tire's whole lifetime. The German Magazine AutoBild says: "[...] *The new Goodyear OptiGrip promises lifelong maximum performance [...]*" All this thanks to the brand new innovative SmartWear Technology: as the surface tread of the OptiGrip wears down, new compounds, grooves and channels appear to maintain wet grip and aquaplaning performance at very high levels.

**Q2: What effect does the new technology have on driving on wet roads ?**

SmartWear Technology leads to very high levels of wet performance when the tire is new and worn. Results of the independent testing and certification institute TÜV SÜD Automotive confirm that after 20,000km the worn Goodyear OptiGrip has a better aquaplaning resistance than brand-new competing tires\*. The renowned German automotive club ADAC, the testing organization Stiftung Warentest and several leading automotive magazines confirm the outstanding wet performance of the new OptiGrip. In their annual tire test, ADAC says: "*The best rating on wet roads and in fuel consumption*". OptiGrip is the clear winner in the tire test published by Stiftung Warentest: "*The V-rated Goodyear OptiGrip wins because of its better performance on wet.*"

\*Tested against 2 leading competitors, in February-April 2008 by TÜV SÜD Automotive, Tyre size: 225/45R17; Car: VW Golf; Report #76230122-1



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## OptiGrip

### Recent questions from consumers... (part 2)

#### **Q3: What about the OptiGrip's performance on dry roads ?**

The new OptiGrip also performs very well on dry roads. Recent tire tests of leading magazines and automotive clubs confirm the tire's excellent dry performance: Both TÜV SÜD Automotive and ADAC confirm the tires excellent dry performance. With a rating of 2.2 the German ADAC honors the new OptiGrip's dry performance with its coveted and highest possible ranking "very recommendable". Dry performance covers the tire's handling and braking.

#### **Q4: What about the tire's fuel consumption ?**

Independent tests confirm OptiGrip's best-in-class fuel consumption. OptiGrip is the fuel consumption test winner of the ADAC tire test. No other premium tire in the ADAC test reduces the car's fuel consumption as much the new OptiGrip.

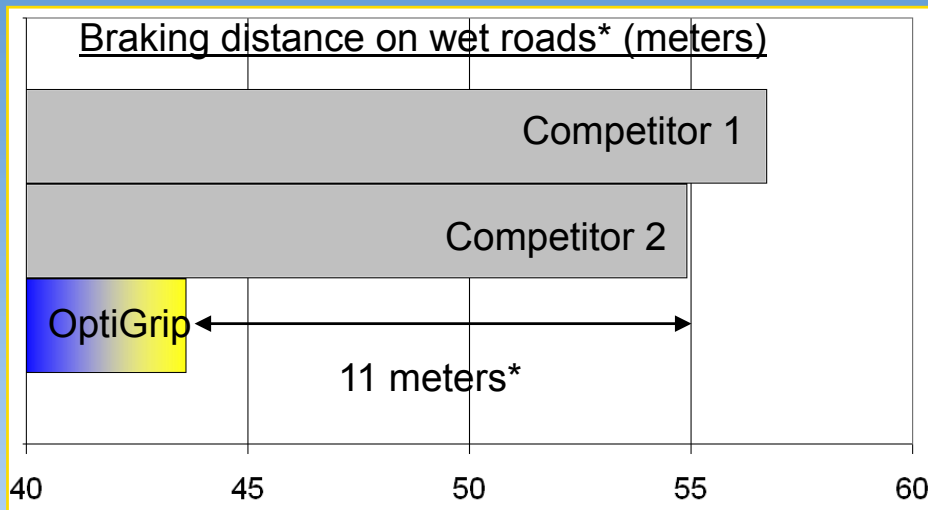
#### **Q5: What about the tire's mileage ?**

OptiGrip provides top-class mileage. The independent TÜV SÜD Automotive test confirms the tire's high mileage potential. In the ADAC mileage test the new OptiGrip scores second best... while it outclasses the best mileage tire with a significant better wet performance.



# GOODYEAR OptiGrip

Independent performance tests run by the German institute TÜV SÜD Automotive show that after 30,000 km, on wet roads, when braking from 80 km/h to 8km/h.\*



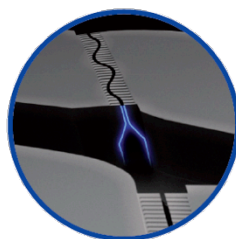
OptiGrip brakes 11 meters shorter than its competitors in the test.\*

Thanks to

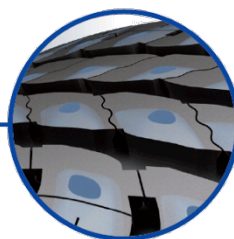
SMARTWEAR  
TECHNOLOGY



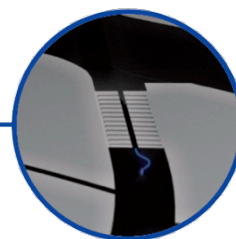
As the tire tread wears down, hidden channels below the tread surface are revealed to facilitate efficient water evacuation, enabling the worn tire to retain its resistance to aquaplaning. The dual-layered compound ensures high levels of grip and vehicle control on wet during the tire's entire lifetime. Tire handling performance on dry is ensured thanks to Goodyear's 3D-Interlocking Mechanism.



New grooves



New compound\*\*



Interlocking system

\*Tested against 2 leading competitors, in February-April 2008 by TÜV SÜD Automotive, Tire size: 225/45R17; Car: VW Golf; Report #76230122-1

\*\*Blue only used for illustrative purpose

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Safety together