



**The original off-road icon is back:**

**New Land Rover Defender returns with Goodyear tyres**

**Goodyear will supply two types of 4x4 tyres for the New Land Rover Defender**

**July 30, 2020** – Jaguar Land Rover has been working closely for many years with Goodyear on the supply of original equipment tyres (OE) for various models in its wide range. This time, the British brand is once again relying on Goodyear to equip its true off-road icon, the New Land Rover Defender, which is coming back to life in a completely new generation in 2020.

Unstoppable and incomparable, the New Land Rover Defender can fit Goodyear tyres in different sizes and specifications. For instance, the Goodyear Wrangler All-Terrain Adventure is available in 18", 19" and 20" wheels for the New Defender. This multi-skilled and all-round tyre allows drivers of the New Land Rover Defender to enjoy a very high level of ride comfort and at the same time leave the road at any time and face off-road tracks with absolute confidence. It has a reinforced carcass to give consistency and prevent punctures and perforations during off-road use. The shoulders have DuraWall technology that avoids punctures or breaks in the flank area, very useful when driving on rocky areas. The Wrangler All Terrain Adventure range features an optimised tread design, which allows it to achieve 37% more mileage<sup>1</sup> than the average of its competitors.

Goodyear offers an extra level of off-road performance for those customers who want their vehicles to go even further: the Goodyear Wrangler DuraTrac will also be available at Land Rover Retailers in 18", 19" and 20" sizes to fit the New Defender. The Wrangler DuraTrac incorporates TractiveGroove™ technology that ensures optimal traction on surfaces as difficult as mud or snow.

#### **GOODYEAR PARTNER OF THE WORLD PREMIERE IN NAMIBIA**

For the global launch and presentation to the international press of the New Land Rover Defender, the British brand created a complete test programme in Namibia, where journalists from all over the world were able to test the new SUV on some of the most challenging and demanding routes in the world. A perfect environment to test the off-road capabilities of the New Defender. All the vehicles participating in the expedition were equipped with Goodyear Wrangler DuraTrac tyres, on 18" 19" wheels, depending on each car's configuration.

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### **About Goodyear**

Goodyear is one of the world's largest tyre companies. It employs about 62,000 people and manufactures its products in 46 facilities in 21 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to

[www.goodyear.co.za](http://www.goodyear.co.za)

1. Driven on front and rear axle, compared to the average performance of 3 competitor designs in SUV/ 4x4 segment. Tested by Dekra in Dec 2016 by order of Goodyear. Test Car Toyota Hilux 2.4- 4x4, tyre size 265/65 R17 112T/S. Test location: Dekra Testing Center (FP01B), France. Report/Test ref. 16CPB34-389, Wear limit = 1.6 mm for all grooves. Front Axle, Wrangler AT/A is 49% better and on rear Axle Wrangler AT/A is 25% better than average of competition, therefore average is 37% better than average of tested tyres.