



**The Multiple Life Concept:  
more than just retreading.**



## What is Goodyear's Multiple Life Concept?

Goodyear's Multiple Life Concept combines both regrooving and retreading in extending the life of your tyres. This enables you to maximise tyre performance, lower running costs and improve your CO<sub>2</sub> footprint - contributing towards a significant reduction in your fleet's Total Cost of Ownership.

### More than just retreading

Utilising both regrooving and retreading, Goodyear's Multiple Life Concept enables maximum return on your tyre investment. By implementing a tailored tyre management programme, we are able to maximise tyre performance as well as offering significant savings through a reduced cost per kilometre.

### Similar to new performance

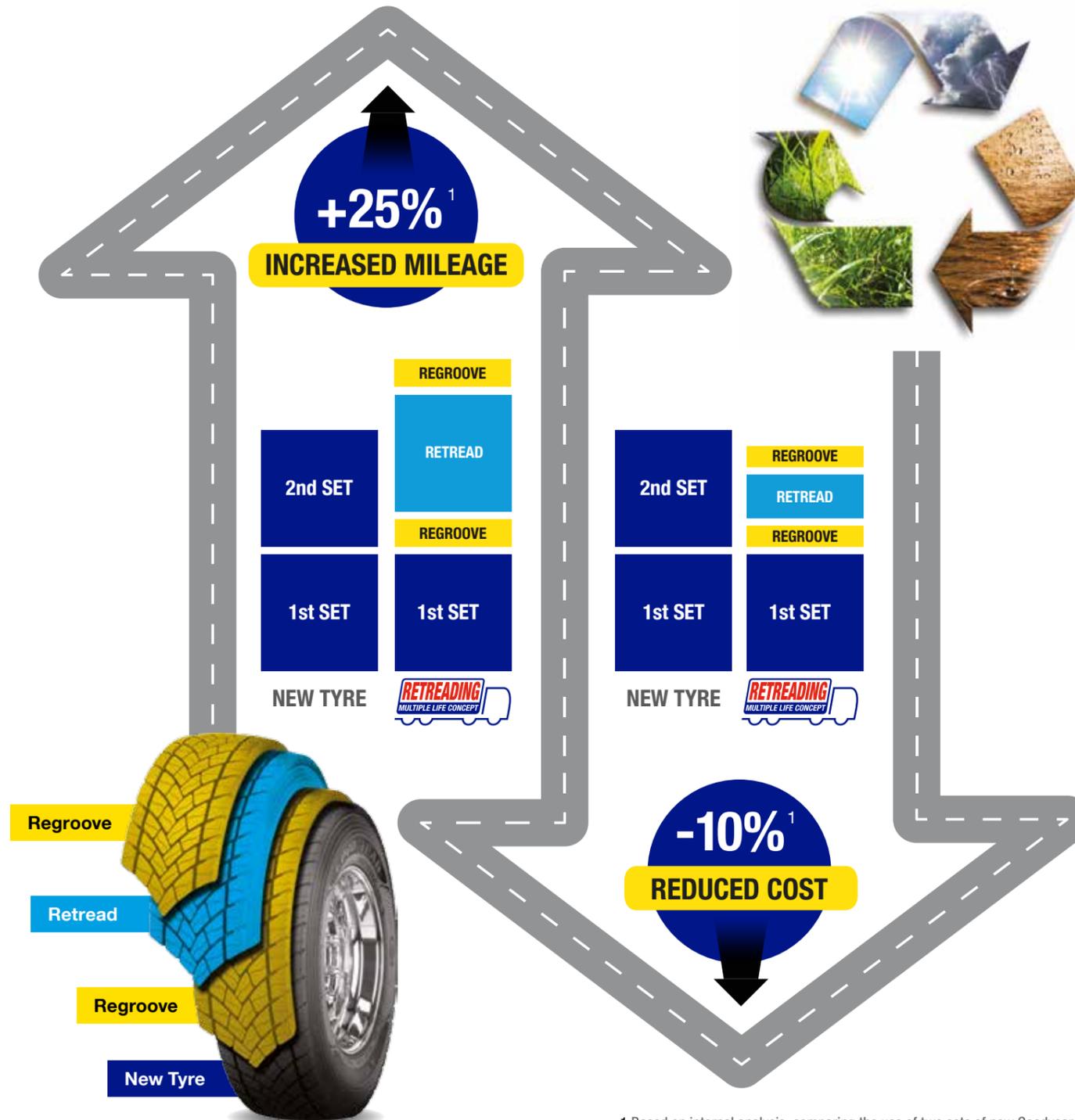
Goodyear casings are optimised for retreading. Our in-house manufacturing process utilises the same compounds, tread patterns and techniques as our new tyre production, delivering Goodyear Retreads that offer similar benefits to their new tyre equivalent. This enables you to reduce operational costs, without compromising on tyre performance - maximising efficiency and keeping you competitive.

### Total Cost of Ownership reduction

Goodyear's Multiple Life Concept helps to extend the life of your tyres and can deliver up to 25% more mileage, whilst lowering your tyre costs by up to 10% - significantly reducing your Total Cost of Ownership.

### Preserving our environment

Prolonging tyre life also positively impacts the environment. Producing a retreaded tyre uses significantly less oil, chemicals and other materials than a new tyre, lowering costs as well as reducing emissions - improving your CO<sub>2</sub> footprint and preserving our environment in the process.



### The FleetFirst programme

Retreading is part of Goodyear's Pan-European fleet-efficiency service programme, FleetFirst.



The FleetFirst programme features a range of services that are specifically designed to help our fleet customers to manage their vehicles more efficiently.

Each FleetFirst service inter-connects, enabling you to choose a service solution that fits your needs.

At Goodyear, we understand that no two businesses are the same, therefore, no two FleetFirst packages are ever identical. Working with you, your **FleetFirst consultant** will define and bespoke a service solution that fits your needs.

Whatever your situation, FleetFirst has it covered; taking away your daily stresses and frustrations and enabling you to focus on running your successful business.

<sup>1</sup> Based on internal analysis, comparing the use of two sets of new Goodyear tyres versus the use of retreaded and regrooved Goodyear tyres.





*“A retread tyre should be able to deliver the same performance as its new tyre equivalent. This is exactly why we trust Goodyear as our partner of choice in providing us with a cradle to grave solution, helping us optimise our Total Cost of Ownership and increase our competitiveness in the marketplace.”*

**Alfonso Abril Ruiz, Fleet Manager, Transportes Las Maravillas**

*“Goodyear’s Multiple Life Concept supports us in reducing our Total Cost of Ownership whilst also having a positive impact on the environment.”*

**Cedric Carnoy, Raw Material & Logistics Category Manager, Holcim**