

MEDIA RELEASE
10 Septmeber, 2009



GOODYEAR DRIVING GLOBAL INNOVATION LEADERSHIP

Dozens of business leaders from around the globe gathered at Goodyear's world headquarters in Akron, Ohio, recently to learn the latest in global demand trends in the automotive and tyre industries and how these trends will challenge the tyre maker's research and development organization.

Each guest also received a clear invitation from their Goodyear hosts: participate with Goodyear in the pursuit of innovations and achieve success, together.

"We brought together our key suppliers from across a wide array of industries and laid out our vision of the future for them," explained Jean-Claude Kihn, Goodyear Global's chief technology officer.

"We described the technologies we need to be successful in the future – to drive relevant innovation into our new product engine. Our message to them was simple: our goal is innovation leadership. We can try to achieve it separately, or we can succeed as a team, multiplying the shared benefit of our combined R&D efforts."

In today's redefined auto market, there's no room for slow players. So Kihn and his team of scientists and engineers at the company's two Innovation Centres in Akron, Ohio and Colmar Berg, Luxembourg have embraced a much more open philosophy regarding innovation and new product development than is common in the tyre industry. And they have also expanded their collaboration with the company's global procurement organization.

Kihn noted that Goodyear innovators will continue to team with leading research and testing institutions like Sandia National Labs. However this new initiative allows Goodyear to also tap into their close working relationships with their suppliers to encourage joint technology development that will help the tyre maker bring "game changing" products to market at an even faster pace.

According to Mark Purlilar, Goodyear's chief procurement officer, executives from the supplier companies left the meeting energized. "The post-event feedback clearly demonstrates their overwhelming support of our initiative," he said. "They recognized the fact that this is a totally unique approach in our industry."

Companies that took part in the Goodyear supplier innovation events included some familiar names such as DuPont, Sumitomo Chemical, ExxonMobil, Bekaert, Kemai and Rhodia.

The more than 30 suppliers in attendance represent some of the industry's strongest R&D organizations.

"Our suppliers have the skill, resources and experience to innovate in their respective areas – based on our input," Kihn said. "They are excited about the opportunity to team with Goodyear at a whole new level. They realize that's it's a winning proposition for both parties."

- Ends -

Media contact:

James Peate
Goodyear & Dunlop Tyres Communications Manager
Phone: 03 8416 7319
Email: james_peate@goodyear.com

About Goodyear

Goodyear is one of the world's largest tyre companies. It employs approximately 70,000 people and manufactures its products in more than 60 facilities in 25 countries around the world. For more information on Goodyear and its products, visit www.goodyear.com