

MEDIA RELEASE
November 11, 2009



GOODYEAR EAGLE F1 ASYMMETRIC WINS 2009 MOTOR MAGAZINE TYRE TEST

Goodyear's Eagle F1 Asymmetric has blitzed the field in the 2009 *MOTOR* Magazine Tyre Test, convincingly taking out the title as Australia's best performing road tyre.

The Goodyear tyre scored 131.4 points across all the test categories, almost a full 17 points ahead of the next best performed tyre, the Dunlop SP Sport Maxx GT.

Melissa Tilley, Goodyear's Brand Manager, said that the result was an excellent reflection of the tyre's superb handling capabilities in all conditions, particularly in the wet, as a result of its unique features designed to suit all types of conditions.

"The Eagle F1 Asymmetric is a great all-round performance tyre ideal for Australia's environment," Ms Tilley said.

"Its revolutionary Active Cornergrip and Racing Compound technology provide improved braking, cornering and handling in all conditions.

"While its results in the dry were indeed brilliant, the tyre's performance in the wet tests were remarkable, demonstrating excellent grip and control due to the asymmetric tread design.

"The tread design also allows for superior control and comfort. The fact that the tyre placed so high in each test was again another great reflection of Goodyear's innovation and how adaptable and flexible this road tyre is.

"We at Goodyear could not be more proud to have come out on top in these tests."

The 2009 *MOTOR* Magazine Tyre Test was conducted at Oran Park using Audi S4s as the test vehicles, with seven of the most popular 245/40R18 size performance tyres on the Australian market entered.

The test provided an unbiased and independent ranking across seven categories – slalom in both wet and dry conditions, braking in both wet and dry conditions, lateral G in both wet and dry conditions, and an overall lap time test.

Rankings were then determined using the numerical data collected (stopping distances, G forces and lap times) and applying *MOTOR*'s results formula to come up with a score for each category.

Available in a variety of sizes, the Goodyear Eagle F1 Asymmetric is now the undeniable leader in ultra high performance passenger road tyre market, currently holding both the highly acclaimed *MOTOR* Magazine and *WHEELS* Magazine Tyre Test titles.

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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