

MEDIA RELEASE
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WORLD'S FIRST TYRE MADE WITH BIOISOPRENE TECHNOLOGY ON SHOW AT COPENHAGEN CLIMATE CHANGE CONFERENCE

Leading tyre manufacturer Goodyear has unveiled the world's first tyre made with Biolsoprene technology, in time for this month's United Nations Climate Change Conference in Copenhagen, Denmark.

Biolsoprene™ is a breakthrough bio-based alternative ingredient used in the manufacture of synthetic rubber, derived from renewable raw materials. It has the potential to replace petrochemically produced ingredients in the synthetic rubber manufacturing process.

Goodyear's concept demonstration tyre is the result of a collaboration with leading biotechnology company Genencor, a division of Danisco. This revolutionary development could help make Goodyear less dependent on oil-derived products.

"Goodyear's first concept tyre manufactured with Biolsoprene™ shows the enormous progress we have made in finding a bio-based alternative to Isoprene, the petroleum-derived raw material used in our production process," says Jesse Roeck, Director, Global Materials Science at Goodyear.

"The development of Biolsoprene™ could help us reduce industry impact on the environment by using renewable raw materials in the supply chain and making Goodyear less dependent on oil-derived products."

Danisco and Goodyear have been collaborating on a research program for more than two years. Genencor plans to manufacture and supply Goodyear with Biolsoprene™ through a strategic supply arrangement.

"We are literally rolling out an important milestone in our collaboration with Goodyear on a breakthrough biochemical," says Tom Knutzen, CEO of Danisco.

"Biolsoprene™ is an excellent example of Danisco's leadership in industrial biotechnology through our Genencor division, and represents a significant development within the biochemical and rubber industries."

"Given the range of products which incorporate the use of traditional Isoprene, such as surgical gloves, golf balls and adhesives, as well as tyres, the potential for Biolsoprene™ product is substantial."

The Goodyear concept tyre will make appearances at several special events during the United Nations Climate Change Conference in Copenhagen throughout the month.

Genencor and Goodyear have collaborated on designing an integrated production system for Biolsoprene™ product, and are on schedule to meet both technological and commercial milestones within the agreement. Commercial availability of the product is planned for 2013.

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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