

MEDIA RELEASE
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GOODYEAR TYRE GOES THE DISTANCE – UP TO 100,000KM

In 2009, Goodyear launched its new DuraPlus passenger value tyre, a long-life tyre designed for value-conscious consumers.

After 10 months of extensive testing on Australian roads in a variety of different conditions and environments, the DuraPlus tyre has been proven by Goodyear to achieve mileage as much as 100,000km*, setting a new standard for tread life in the segment.

Incorporating its innovative TredLife Technology™, the tyre delivers longer mileage without sacrificing any of the safety and performance objectives that are at the core of all Goodyear tyres.

"In today's economy, consumers are looking for exceptional value and our extensive research indicates that drivers of smaller passenger vehicles are looking to get longer tread life and therefore more mileage out of their tyres," said Blake Vincent, Goodyear Consumer Product Manager.

"With Goodyear DuraPlus, consumers are armed with the right tyre to make each kilometre and each dollar count.

"We had testing data from overseas that indicated that this tyre would last up to 100,000km, and now we have hard data that backs up this claim on our Australian roads.

"Goodyear is committed to continuous research and development that sets new industry benchmarks in tyre safety and performance. Consumers can rest assured that we will continue to deliver on their needs with more exciting innovations in the future," Vincent added.

Goodyear's Testing Division have been testing the DuraPlus on taxis throughout Victoria since June 2009. In addition, the company has also tested on tracks in Mireval, France and Colmar-Berg, Luxembourg as well as open roads in Thailand against leading competitors in the same category.

The result - Goodyear DuraPlus is projected to last up to 60% longer than the competition on Australian roads and over 100,000km in some cases*.

More than 100 engineers, physicists, chemical experts and tyre evaluation specialists have worked extensively to develop DuraPlus, providing a substantial mileage increase without sacrificing the tyre's safety qualities at a cost adaptable to the targeted passenger value market segment.

Innovated for Longer Mileage – TredLife Technology™

Behind TredLife Technology™ are a number of tyre design innovations that were made to deliver longer lasting treads. Having great tread wear performance means having as much wearable rubber as possible on the tyre. Taking this into account, Goodyear innovated a new generation wide face cavity that leads to increased footprint and more wearable rubber in contact with the road.

Furthermore, Goodyear DuraPlus features an advanced carbon-based tread compound so the tyre has a higher resistance to frictional wear, improving tread life and increasing mileage

* **Australian Taxi Tread Wear Tests**

These tests were conducted on taxis throughout Victoria. They are the projected final mileage figures. All tyres are still running and in the order of half worn.

Front Wheel Drive

Taxi 1 (215/60R16) Projected DuraPlus mileage - 100,000kms
Comparative existing tyre mileage - 70,000kms
40% Advantage to DuraPlus

Taxi 2 (205/65R15) Projected DuraPlus mileage - 85,000kms
No comparative existing tyre mileage available

Rear Wheel Drive

Taxi 3 (215/60R16) Projected DuraPlus mileage - 120,000kms
Comparative existing tyre mileage - 75,000kms
60% Advantage to DuraPlus

Taxi 4 (215/60R16) Projected DuraPlus mileage - 95,000kms
Comparative existing tyre mileage - 75,000kms
25% Advantage to DuraPlus

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About Goodyear

Goodyear is one of the world's largest tyre companies. It employs approximately 69,000 people and manufactures its products in more than 57 facilities in 23 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 on Goodyear, please visit www.goodyear.com.au