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**Media Release**

**GOODYEAR EAGLE F1 VICTORIOUS IN  
WHEELS TYRE TEST 2007**

Goodyear Eagle F1 has won the latest in a long line of global accolades for the iconic tyre by picking up the top spot in the latest Wheels Tyre Test 2007.

The Goodyear tyre was particularly impressive in the wet which also stressed once again the importance of quality tyres on a day to day basis. John Cadogen explained: "More than seven percent and a margin of 1.18 metres separated the winning Goodyear Eagle F1 from Hankook's Ventus Sport K104 in the Wet Brake Test from 60km/h. By the time the Goodyear had stopped, the Hankook is, potentially, in the process of crashing at 16km/h."

Off the back of last year's success with Goodyear Eagle Revspec coming second in the test, this year the Goodyear Eagle F1 went one better winning the large car category hands down.

Wheels is Australia's longest running and best selling motoring magazine with a readership averaging 409,000 readers every issue. The magazine's Car of the Year and annual tyre tests are respected as the most credible in the industry.

In the large car segment the 245/45 18 Goodyear Eagle F1 GS-D3 was victorious on the Holden VE SS which was used to conduct the test. Goodyear Eagle F1 GS-D3 beat the more expensive Bridgestone Potenza excelling in Wet Braking and the Wet Hot Lap.

Just to highlight the sort of messages that this tyre test communicates to consumers, writer Cadogen explained: "You're not just buying quality, you're buying performance - and because you don't extract maximum performance very frequently on the road, what you get in practice is a tremendous margin of safety, considering the alternative. Premium tyres cost more, but they are very cheap insurance."

Craig Scher, Brand Manager for Goodyear explains: "Quality is long remembered when price is forgotten. The average person on the street perceives the tyre as just black and round. These independent tyre tests really hit home the differentiation between different products and the technology that is incorporated into premium tyres. However, as these tests prove, the differences involved in the quality of a tyre are more critical than most products. For a relatively small extra cost, these four little rubber contact patches on the road really could be the difference between life and death."

**- Ends -**

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**About *Fortune* Most Admired List**

The full list and related stories appear in the March 19 issue of *Fortune*, on newsstands March 12, and will be available online at [www.fortune.com](http://www.fortune.com).

**About Goodyear**

Goodyear is one of the world's largest tyre companies. The company manufactures tyres, engineered rubber products, and chemicals in more than 90 facilities in 28 countries around the world. Goodyear employs more than 75,000 people worldwide.

**Notes to Editor**

**1. TNS Survey**

Goodyear Tyres ranks the highest among tyre manufacturers in Asia and in the Americas in the public's perception of CSR goodwill, according to the Corporate Social Responsibility Study conducted by TNS in 2006. The study was conducted simultaneously across 18 major automotive markets on four continents.