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## **Media Release**

### **Goodyear-sponsored 4WD Wins Richest Race in Southern Hemisphere**

Australia's Hunter Racing, using the Queensland-based team's Goodyear-sponsored V8 Jeep Grand Cherokee came top of the 4WD vehicles at the recent Finke Desert Race, which is run over two days from Alice Springs to the small Aputula (Finke) Aboriginal community and back.

The 460km 'race track' is split into two segments by the overnight stop at the Aboriginal settlement. During the event, competitors cross the Finke River, believed to be the oldest river in the world.

"The track was the roughest it has ever been in the nine times I have run it – dry, dusty and rough," said driver Colin Hunter. "There were 85 cars and buggies running, and only about 40 of those finished, and there were a fair few DNFs {did not finish} among the 477 bikes that entered too," Hunter commented.

Finke was the second round of the Australian Offroad Racing Championship, and championships are won by being consistent, not by killing the car, according to Hunter. "We just took it easy so we could be sure of a finish. We ended up {as the} 25th vehicle home and first 4WD.

Hunter said the Finke is not an event that really suited the team's car, but other than the axle, the race was problem-free and the tyres predictably dependable. "Our Goodyear Wrangler MTR tyres were as strong and reliable as ever, and the car ran like clockwork, thanks to the team's hard work," said Hunter. "The Finke is always a great adventure and we all had a good time, even though it was so challenging." The Tattersall's Finke Desert Race is the richest offroad race in the Southern Hemisphere.

It started in 1976 as a 'there and back' challenge for a group of local motorbike riders and was so successful it has been held on every Queen's Birthday long weekends ever since, with cars and buggies being introduced in 1988. The outright winners in the car/buggy and motorbike divisions each claim the title of 'King of the Desert' and an Aus\$10,000 prize purse for their efforts.

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#### **For further information contact:**

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#### **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.