



Media Release

Goodyear count the wins for 2007

The awards for Goodyear's passenger tyre range keep rolling in with its Ducaro GA winning *CHOICE* magazine's Best Buy award this month and its flagship tyre, the Eagle F1 GS-D3, winning the *Wheels* tyre test in March.

Goodyear also recently announced that its high performance Excellence tyre, with the '3-Zone' tyre technology, has two new OE fitments on Audi's All Road and Mercedes' S-Class. Since launching this year, the Excellence is now fitted to the Mini Cooper, Mini Cooper S, Ford Fairline, Ford Focus XR5, as well as the Mercedes S-Class and Audi All-Road in Australia.

Michelle Upton, Goodyear brand manager, said that these accolades for Goodyear's passenger car tyres show the strength of Goodyear's product engine.

"Whilst our tyres in the market are picking up awards, new products and new tyre technologies are being continuously developed thanks to our research and development teams from around the world," Ms Upton said.

"This year we have had tyre test wins, numerous dealer accolades and end-user testimonials and we have a host of product introductions planned over the next 12 months.

"There is no doubt that as we continue to develop innovative products that set us apart from the competition and introduce them to market quicker, this is all set to be a key business advantage for us and our customers," she said.

CHOICE Magazine tested the tyre against 14 competitor tyre models for braking performance in dry and wet conditions, cornering performance in dry and wet conditions and noise. The tyre scored consistently across all disciplines excelling in the dry without comprising its performance in the wet. However, whilst very little separated the top three performing tyres it was the Ducaro GA's price which set it apart proving, not only the best value out of the top three tyres, but one of the best value tyres in the field.

CHOICE magazine, established in 1959 and 100% independent and non-profit, helps consumers get value-for-money on products by making informed purchasing decisions. The annual tyre test was conducted using 195/65R15 tyres on a Mazda3 at Morgan Park Raceway in Warwick.

This latest award follows Goodyear's Eagle F1 GS-D3 picking up the top spot in the 2007 *Wheels* tyre test. Off the back of the previous 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.

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About Goodyear

Goodyear is the world's largest tyre company. The company was formed in 1898 and manufactures tyres, engineered rubber products and chemicals in more than 80 facilities in 28 countries around the world.

The Goodyear tyre range incorporates technology and advances in tyre design gathered from Goodyear's research and development teams located around the world. The company manufactures tyres for many applications including car, van, truck, farm, earthmover and aviation.

For more information on Goodyear, visit www.goodyear.com.au