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## Media Release

### **Goodyear Named One of the “100 Best Corporate Citizens”**

Only tyre company to receive the CRO Magazine honor

Goodyear was named one of the “100 Best Corporate Citizens” in the current issue of CRO (Corporate Responsibility Officer) magazine. Goodyear came in at No. 72, the first time the company made the list in nine years of ranking the top corporate citizens.

In compiling its “100 Best,” CRO, IW Financial a US research and consulting firm in environment, social and governance issues – ranked the corporate responsibility efforts of large-cap companies in eight categories: climate change, employee relations, environment, financial, governance, human rights, lobbying and philanthropy. CRO determined the final ranking as a weighted average of the eight categories. Goodyear was the only tyre company honored.

This award is the latest honour for Goodyear in the area of corporate citizenry and social responsibility.

In North America and Asia Pacific, Goodyear was voted Most Trusted Brand in 2007 based on a TNS Survey. The study was conducted simultaneously across 18 major automotive markets on four continents. The annual study revealed that corporations that rate highly on safety and environment are the companies generally perceived as most trustworthy. Goodyear received top marks for manufacturing safe products and promoting road safety.

“We’re certainly pleased to be included with a number of corporations whose excellent reputations are well known and regarded highly by the international business community,” said Pat Gorbach, Goodyear’s director of corporate compliance and ethics. “Transparency is an important component of corporate responsibility, and Goodyear welcomes the opportunity for anyone to review the data documenting improvements in our governance, compliance and sustainability performance.”

IW Financial relies on publicly-available data from company financial disclosures, corporate responsibility reports, websites, EPA databases, and a number of other sources as part of its standardised research processes. All companies being evaluated are listed on the Russell 1000 index – which includes companies that represent the largest impact on B2B and consumer markets.

“Some companies have good environmental policies,” said Mark Bateman, IW Financial’s director of research. “Some companies have great employee relations. Some companies have exemplary human rights records. CRO’s ‘100 Best Corporate Citizens’ list answers the question: which companies do best across a wide variety of citizenship issues?”

Business Ethics magazine first published the “100 Best Corporate Citizens” in 2000. CRO has continued the tradition after acquiring the publication in 2006. CRO will honor the “100 Best Corporate Citizens” in a special reception on March 27, 2008 at the Union League Club in New York, following the conclusion of its spring conference. For details about CRO’s “100 Best Corporate Citizens 2008,” the methodology and CRO magazine, visit [www.thecro.com](http://www.thecro.com) .

### **About Goodyear**

Goodyear is one of the world’s largest tyre companies. The company employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world. For information about Goodyear, go to [www.goodyear.com.au](http://www.goodyear.com.au)

### **About TNS**

TNS is a market information group:

- ÿ The world’s largest provider of custom research and analysis
- ÿ A leader in political and social polling
- ÿ A major supplier of consumer panel, media intelligence and TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis. The group’s employees deliver innovative thinking and excellent service to local and multinational clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management. TNS’ strategic goal is to be recognized as the global leader in delivering value added information and insights that help the clients to make more effective decisions. TNS is the sixth sense of business.

[www.tns-global.com](http://www.tns-global.com)

### **Notes to the Editor**

About the TNS study

- ÿ Respondents: General public
- ÿ Survey method: TNS Online Access Panel
- ÿ Sample size: 1,000 respondents per each country; 4 corporations evaluated per respondent
- ÿ Fieldwork period: March – May 2006
- ÿ Survey frequency: Annually

Other tyre companies evaluated in TNS study:

- ÿ Michelin Group
- ÿ Bridgestone
- ÿ Continental
- ÿ Pirelli Tires
- ÿ Hankook Tires
- ÿ Yokohama Tires
- ÿ Kumho Tires
- ÿ Major local brands

- Ends -

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**About Goodyear**

Goodyear is one of 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](http://www.goodyear.com.au)