



## Media Release

### Goodyear tops *Fortune's* global most admired list

Tyre manufacturer and marketer Goodyear has been recognised as the world's most admired motor vehicle parts company by *Fortune* magazine's global most admired list, topping the list of leading companies in four key attributes: innovation, people management, use of assets and global orientation.

Among motor vehicle parts companies in the *Fortune* Most Admired Companies list, Goodyear was also judged the best in regard to innovation and the quality of its products and services.

Goodyear chairman, Bob Keegan, said: "This recognition by our industry peers is something of which we should all be extremely proud.

"Not only did Goodyear lead our industry category, but we were well ahead of our global tyre competitors," he said.

Keegan said the acknowledgement of Goodyear's innovation is, likewise, the result of the company's commitment to its strategy and undoubtedly a testament to its successful new products.

"We are passionate about innovation and quality," he said.

"Our associates are innovating across every facet of our business, not just the new product stream."

The distinction follows the February 22 recognition by *The Wall Street Journal* for leading shareholder return for the past five years in the automotive category and recent acknowledgement that Goodyear was among the top 100 corporate citizens selected by *Corporate Responsibility Officer* magazine. "We see these recognition achievements as both validation of our strategic direction and continuation of our position momentum," Keegan said.

In an e-mail to associates about the *Fortune* recognition, Keegan wrote, "Now you can start to believe what is possible if we continue the positive momentum that we have driven by successful execution against our strategies. There is no question that we now have the attention of our peers. We now have their respect. In many ways, that makes continuing the momentum more difficult because we now become the target. I don't know about you, but I wouldn't want it any other way."

He continued, "We still have challenges ahead of us in an uncertain economy, but there is no question that we are on the right path. We know it, and our peers know it. Thank you for helping earn this distinction. Now, let's show the world what we can really accomplish."

The 2008 *Fortune* listing of America's Most Admired Companies placed Goodyear, once again, at No. 2 in the motor vehicle parts industry. Johnson Controls repeated as No. 1. Bridgestone, the only other tyre company to make the list of 11 firms was sixth, down from third last year.

Johnson Controls was No. 3 behind Goodyear and Toyota Industries in the global rankings.

The *Fortune* Most Admired lists are considered "the definitive report card on corporate reputations." They use a rigorous assessment of industry executives, board directors and securities analysts to determine a company's overall reputation. They can be found on-line at [www.fortune.com](http://www.fortune.com).

**- Ends -**

**For further information contact:**

Matthew Bowell, Communications Manager, South Pacific Tyres, Tel: +61 3 8416 7319

**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)