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Media Release

Satisfaction assured with Goodyear's Assurance tyre

Leading tyre manufacturer Goodyear has launched its latest tyre in Australia, the Assurance; for safety-conscious drivers of passenger cars looking for the assurance of superior grip and durability, in all road conditions – wet or dry.

Not only is Goodyear paving the road with new safety and performance innovations, it's also the first tyre manufacturer that offers a Satisfaction Assured Trial for its Assurance range.

Melissa Tilley, Goodyear brand manager, said that Goodyear is committed to product innovation and giving consumers the latest and most advanced technology for drivers' confidence.

"Goodyear consistently invests in research to better understand consumers' driving needs and based on these consumer insights, we know that the most sought after attribute in tyres is safety," Ms Tilley said.

"As the only contact point with the road, tyres are by default, the most essential for vehicle control and safe driving and drivers want confidence on Australian roads.

"The Assurance is the first Goodyear tyre to feature our ArmorGrip Technology™, which improves the gripping capabilities in the dry and wet, and it's also more resistant against cuts, tears and road hazards with a layer of DuPont Kevlar® in the construction and silica reinforced Durawall in the sidewall," she said.

The Assurance tyre was developed at Goodyear Technical Center in Luxembourg (GTC*L), the home to many of the world's leading tyre and research personnel and the birthplace of many leading tyre technologies.

"After almost two years of development and testing at our technical centre in Luxemburg, the Assurance has proven itself as a superior dry and wet grip tyre against its competitors," explains Ms Tilley.

The "Grip" in ArmorGrip Technology™

The Assurance tyre with ArmorGrip Technology™ combines several elements to enhance drivers' confidence when handling vehicles in wet or dry road conditions.

One key element is Goodyear's new generation 3-dimensional blade system, called the Waffle Blade system, which evolved from the company's previous Bubble Blade system. This new technology is an interlocking technology in the blades of the tyre designed to provide better braking and grip on wet and dry road conditions while maintaining lateral block rigidity.

In addition, Goodyear Assurance also features an advanced silica-based tread compound to increase its grip ability. Silica is a component that is becoming common place in high-performance tyres where grip is absolutely essential and works by increasing chemical bonding with rubber polymers for improved grip.

The “Armor” in ArmorGrip Technology™

Giving tyres better resistance against unexpected road hazards like rocks and potholes, the Assurance tyre also incorporates a layer of DuPont Kevlar®. In addition to DuPont Kevlar®, Goodyear Assurance has a silica-reinforced Durawall technology in the sidewall to provide increased resistance to cuts and tears.

“ArmorGrip Technology represents Goodyear’s continued technical and design leadership in the tyre industry and was developed based on the research that showed that the key feature that drivers desire in a consumer tyre is safety. We are pleased to be able to offer the Assurance to specifically meet those demands,” said Ms Tilley.

Satisfaction Assurance Trial

In another first, Goodyear is offering Australian drivers a Satisfaction Assured Trial with its Assurance tyre.

“As a result of our consumer research, extensive development program and initial testing of the tyre we are convinced that, in Goodyear Assurance, we have a product that will satisfy the needs of the consumer....so much so we are willing to offer this tyre satisfaction trial,” Ms Tilley said..

“There isn’t a tyre satisfaction offer like this in Australia and it proves the confidence we have in the quality of our Assurance tyre,” she said

Consumers that purchase a set of four Assurance tyres, have the option to replace their tyres, within two weeks or after 1,000kms, with another Goodyear tyre up to the equivalent value if they are not happy with the tyres. All refit charges will be paid by Goodyear.

New Goodyear Assurance with ArmorGrip Technology™ is available in the following sizes:

175/65R14 82 H	195/60R15 88 V
185/65R14 86 H	205/60R15 91 V
195/65R14 89 H	185/55R15 82 V
215/65R14 94 H	195/55R15 85 V
185/60R14 82 H	195/50R15 82 V
195/60R14 86H	205/60R16 92 V
185/65R15 88 H	215/60R16 95 V
195/65R15 91 V	225/60R16 98 V
205/65R15 94 V	205/55R16 91 V
185/60R15 84 H	

To find your local Goodyear Assurance stockist please visit www.goodyear.com.au or dial 13 23 43 for your local Goodyear Autocare or www.beaurepaires.com.au or 13 23 81 your local Bearepaires store.

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