

13 November 2008

Media Release

Goodyear launches its first fuel saving FuelMax tyre

Goodyear's new LHS II tyre with its FuelMax technology can help line haul transport companies reduce fuel consumption and operating costs.

The line haul steer tyre was launched in Australia early November at the Australian Trucking Association's (ATA) Technical & Maintenance Conference (TMC) held at Mooney Valley in Melbourne.

David Hamilton, commercial product manager, said that this new generation tyre is setting new standards in economy and safety.

"Our FuelMax technology is designed to improve fuel consumption without compromising on mileage or braking performance," Mr Hamilton said.

"The tyre features a state of the art silica compound, new carcass and belt materials and a flexomatic bladed tread pattern to achieve a low rolling resistance tyre with superb braking and even wear," he said.

To highlight the benefits of its tyres, Goodyear has also launched a Fuel Saving Calculator on its website helping line haul companies calculate potential fuel savings by switching to fuel efficient tyres within its range.

The calculation formulas are based on field testing by Goodyear Europe and the Society of Automotive Engineers' (SAE) lab testing and latest research into the relationship between tyre rolling resistance and fuel consumption.

Goodyear's research shows that a 40 tonne truck covering 350,000km per year in line haul operation with no prolonged change to environmental conditions or driving style, with an existing fuel economy of 32.5L/100km, could save over 2,763 litres of fuel per year by using the new Goodyear FuelMax LHSII on the steer position & Goodyear KMax RHDII on the drive position versus the existing Goodyear LHS & G367 combination.

At \$1.60 per litre this translates to a \$4,421 per year per truck fuel saving for fleet operators.

Not only does a saving of 2,763 litres in diesel fuel usage translate to a direct cost saving, but it also provides a reduction in CO₂ emissions estimated at around 7,377 kg¹.

"The tightening of costs coupled with the pending introduction of an emissions trading scheme means that the introduction of this tyre technology into the Australian market couldn't have come at a better time," Mr Hamilton said.

Australia's land transport task is anticipated to double between 2000 and 2020 according to the National Transport Commission's (NTC) '*Twice the Task*' report, and as Mr Hamilton explains: "The continued growth of the land freight requirement is highlighting to

¹ Based on 1 litre of diesel emitting 2.67kg of CO₂ Emission Facts: Average Carbon Dioxide Emissions Resulting from Gasoline and Diesel Fuel
<http://www.epa.gov/otaq/climate/420f05001.htm>

government and industry the attention that needs be paid to innovative ways of improving fuel economy.”

Ends...

For more information please contact David Hamilton, Goodyear commercial product manager, 0432 001 046.

Potential annual savings in line haul operations with Goodyear’s new FuelMax and KMax tyres

Truck characteristics	Goodyear FuelMax LHS II (steer) and KMax RHDII (drive) combination	Goodyear LHS (steer) and G367 (drive) combination
Truck Type	Single Trailer 40 Tonne Truck	Single Trailer 40 Tonne Truck
Kms (per year)	350,000	350,000
Fuel saving	2,763 litres	
Money saved	\$4,421*	
Estimated CO ₂ saving (kg)	7,377**	

** Based on \$1.60 per litres*

***Based on 1 litre of diesel emitting 2.67kg of CO₂²*

Based on the assumption of an existing fuel economy of 32.5 litres per 100km

² Emission Facts: Average Carbon Dioxide Emissions Resulting from Gasoline and Diesel Fuel <http://www.epa.gov/otaq/climate/420f05001.htm>