

MEDIA RELEASE
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NEW GOODYEAR DURAPLUS PASSENGER TYRE OFFERS OUTSTANDING MILEAGE

Goodyear launched its DuraPlus passenger value tyre today, a long-life tyre designed for value-conscious consumers.

The tyre incorporates innovative TredLife Technology™ to deliver outstanding mileage and tread life, along with Goodyear's renowned safety and performance features.

Melissa Tilley, Goodyear Brand Manager, said that research indicates that value, such as longer mileage, is critical for customers in these tough economic times.

"In today's challenging economy, our extensive research shows that drivers of smaller passenger vehicles are looking for value in the form of longer tread life and mileage out of their tyres," Ms Tilley said.

Behind TredLife Technology™ are a number of tyre design innovations that were made to deliver longer lasting treads.

"Having great tread wear performance means having as much wearable rubber as possible on the tyre. Taking this into account, Goodyear innovated a new generation wide face cavity that leads to increased footprint and more wearable rubber in contact with the road.

"Maximized rubber volume also enables larger tyre contact with the road, and a higher land to sea ratio tread depth allows for more wearable rubber," she said.

Furthermore, Goodyear DuraPlus features an advanced carbon-based tread compound so the tyre has a higher resistance to frictional wear, improving tread life and increasing mileage.

Precise handling and increased comfort are additional benefits of the DuraPlus design.

DuraPlus features a new carcass design incorporating a stronger fabric that provides less resistance to tyre rotation, leading to improved fuel efficiency. Its asymmetric tread design also places more rubber on the outside shoulder of the tyre, resulting in increased grip during cornering and precise handling.

DuraPlus has also been designed to incorporate the latest features that support a more quiet and comfortable ride, such as the closed outside shoulder of its asymmetric tread and latest design in pitching arrangements.

"Innovation is the lifeblood of our company," said Tilley.

"We are committed to continuous research and development that sets new industry benchmarks in tyre safety and performance. Consumers can rest assured that Goodyear will continue to deliver on their needs with more exciting innovations in the future," Tilley added.

More than 100 engineers, physicists, chemical experts and tyre evaluation specialists have worked extensively to develop DuraPlus, providing a substantial mileage increase without sacrificing the tyre's safety qualities at a cost adaptable to the targeted passenger value market segment.

Goodyear's Testing Division tested DuraPlus on company tracks in Mireval, France and Colmar-Berg, Luxembourg as well as open roads in Thailand against leading competitors in the same category. The result - Goodyear DuraPlus lasted much longer than the competition. In addition, performance testing based on handling, comfort, grip and rolling resistance proved the advantages of new DuraPlus.

Available in key sizes to suit popular passenger vehicles

PRODUCT CODE	SIZE	SERVICE DESCRIPTION	OVERALL DIAMETER	PERMITTED RIMS
4084565	155/70R13	75T	548	4, 4.5, 5
4084573	165/70R13	79T	562	4, 4.5, 5, 5.5
4084581	175/70R13	82H	579	4.5, 5, 5.5, 6
4084599	185/70R13	86T	592	4.5, 5, 5.5, 6
4084604	185/70R14	88T	619	4.5, 5, 5.5, 6
4084612	195/70R14	91T	632	5, 5.5, 6, 6.5, 7
4084620	175/65R14	82T	584	5, 5.5, 6, 6.5
4084638	185/65R14	86H	596	5, 5.5, 6, 6.5
4084646	195/65R15	91H	635	5.5, 6, 6.5, 7
4084654	205/65R15	94H	647	5.5, 6, 6.5, 7, 7.5
4084662	215/60R16	95H	664	6, 6.5, 7, 7.5

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About Goodyear

Goodyear is one of the world's largest tyre companies. It employs approximately 75,000 people and manufactures its products in more than 60 facilities in 25 countries around the world. For more information on Goodyear and its products, visit www.goodyear.com.