

**MEDIA RELEASE**  
**4 May 2009**



## **GOODYEAR RECOGNIZED ON FORTUNE'S GLOBAL MOST ADMIRABLE LIST**

**Melbourne, 4 May, 2009...**The Goodyear Tire & Rubber Company – owner and operator of Goodyear & Dunlop Tyres Australia – has once again been recognized as one of the most admired companies in the world by *Fortune* magazine.

Among companies in *Fortune's* World's Most Admired Companies' Motor Vehicle Parts category, Goodyear was the highest-ranked tyre company, the No. 1 ranked US-based company and ranked No. 2 overall.

In the global Motor Vehicle Parts category, Goodyear was ranked either No. 1 or No. 2 in five of the nine key attributes measured. Goodyear was top-ranked in Use of Corporate Assets and Social Responsibility, and ranked second in Innovation, Quality of Products and Services and Global Competitiveness.

Among U.S. companies in the global category, Goodyear was ranked No. 1 or No. 2 in all nine attributes. The tyre maker was top-ranked in Innovation, Quality of Products and Services, Use of Corporate Assets, Social Responsibility, Quality of Management, People Management and Global Competitiveness.

Goodyear led its key global tyre competitors by a wide margin in the overall rankings as well as in all nine attributes measured in the survey.

"This global recognition by our industry peers is something for which all Goodyear associates can be proud," said Robert J. Keegan, Goodyear chairman and chief executive officer.

"The high rankings for innovation, product quality, social responsibility and use of corporate assets fit perfectly with our strategy to emerge poised for future success from these difficult economic conditions."

The *Fortune* Most Admired lists are considered "the definitive report card on corporate reputations." Following publication of this year's list, 3M CEO George W. Buckley, listed Goodyear as one of the companies he admires most in US *BusinessWeek's* Innovation and Design issue.

A recent issue of *BusinessWeek* focussed on innovation, and in an article titled "CEO's Picks: Most Innovative Companies," reporters asked the CEO's of McDonald's, Infosys, Intel and 3M to name global companies outside their own industries that they consider to have been the most innovative over the past year and explain why.

3M CEO Buckley named Goodyear for its "innovative processes for product development."

This recognition of Goodyear's new product engine, which will introduce more than 50 new products in 2009, affirms that Goodyear is on the right track.

Soon after its listing in *Fortune's* Most Admired list, the magazine included Goodyear in its annual ranking of the 500 largest companies in the United States.

Based on 2008 sales of \$19.5 billion, Goodyear is the 127th largest business in the country, down from 119th last year. It is ranked fifth in *Fortune's* Motor Vehicles and Parts category.

Exxon Mobil, with 2008 sales of \$442.9 billion, topped the list. Rounding out the top 10 were Wal-Mart, Chevron, ConocoPhillips, General Electric, General Motors, Ford, AT&T, Hewlett-Packard and Valero Energy.

The top 10 companies in the Motor Vehicles and Parts category, and their overall positions in the "Fortune 500," were General Motors (6), Ford (7), Johnson Controls (58), Delphi (121),

Goodyear (127), TRW Automotive (169), Paccar (170), Navistar (175), Lear (195) and Visteon (282).

In total, 17 Motor Vehicles and Parts companies made the "Fortune 500."

Compiled since 1955, the "Fortune 500" ranks U.S. companies by sales. This year, a company had to post sales of more than \$4.6 billion to make the "500."

The complete "Fortune 500" listing is available on the magazine's Web site, [www.fortune.com](http://www.fortune.com).

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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](http://www.goodyear.com).