

MEDIA RELEASE
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GOODYEAR TO LAUNCH TOUGHER WRANGLER MT/R WITH KEVLAR MID-2009 IN AUSTRALIA

In February, Goodyear North America launched the Wrangler MTR successor, the Wrangler MT/R with Kevlar, at its US annual dealer meeting in Washington D.C.

The new Goodyear Wrangler MT/R with Kevlar is the company's first off-road tyre built with the rugged toughness of DuPont™ Kevlar® for enhanced sidewall puncture resistance.

The use of Kevlar®, an innovative material that also has applications by police and the military in personal body armour, brings superb sidewall cut and puncture resistance to an area of the tyre that demands extra toughness when driving off-road.

And the good news for Australian 4WD enthusiasts is that Goodyear Brand Manager for Australia, Melissa Tilley, has confirmed that it is due for sale in here mid-year in 2009.

"It is an exciting time for Goodyear with the Wrangler MT/R with Kevlar set to launch in Australia later this year," Ms Tilley said.

"The sidewalls of this revolutionary new tyre will be 35 per cent more puncture resistant than the tyre's predecessor, the original Wrangler MT/R."

"This provides superb cut and puncture resistance to an area of the tyre that demands extra toughness when driving off-road, as well as helping to reinforce the sidewall for when drivers return to the pavement for the drive home."

Other features include:

- Tread Guards to help resist cuts from stones and other objects.
- Traction Blocks to help provide extra biting edges; a three-ply sidewall with opposing cord angles.
- An asymmetric tread design for off-road traction as well as on-road handling.

Each shoulder block on the tyre is stepped in and out to help give the tyre continuous biting edges as it turns through thick mud, sand and rocks.

- Ends -

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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.