



SUSTAINABLE TECHNOLOGIES

INNOVATION BEYOND THE BUSHEL

Goodyear is committed to delivering innovative products that help change the world of transport and drive a sustainable future for the automotive industry.



**ASSURANCE
WEATHERREADY®**

Grand Touring All-Season



**ASSURANCE
COMFORTDRIVE™**

Grand Touring All-Season



**EAGLE
EXHILARATE®**

Ultra-High Performance All-Season



**EAGLE® ENFORCER
ALL WEATHER®**

Pursuit-Rated All-Weather

WHERE THE RUBBER MEETS THE ROW

COLLABORATION



Build preference for U.S. soybean oil in the food and industrial markets differentiating U.S. Soybean oil through promotion, as well as research

Over
500,000
Farmers

• 80M Acres
Planted
Annually

• Surplus
Available:
only 65%
Used in Food
Applications

• 2nd
Largest
Cash Crop



Goodyear is committed to responsibly sourcing more sustainable materials that deliver best-in-class quality and performance

40M
Tires Sold
in US/Canada (2019)

• 8%
Of a Typical Tire
Weight is Oil

STRATEGY Create and enhance collaborations that increase product performance, value and preference

BENEFITS

Using soybean oil **reduces** use of petroleum-based oil
Increases manufacturing efficiencies
Reduces energy consumption and uses surplus bio-based, renewable material



Soybean oil **improves** tire flexibility at low temperatures, helping the rubber to remain pliable in cold weather and **enhancing** traction in rain and snow

PRODUCTS

ASSURANCE WEATHERREADY®

OUR BEST ALL-WEATHER TRACTION FOR MOTHER NATURE'S WORST

Tread compound contains **100%** soybean oil; resulting in a **~60% reduction** in petroleum-based oil compared to its predecessor

Technology featured in polymer and compound **enabled** 3PMSF symbol **without sacrificing** wet performance

ASSURANCE COMFORTDRIVE™

OUR SMOOTHEST RIDING TIRE WITH REFINED HANDLING

Tread compound contains **100%** soybean oil; resulting in a **~62% reduction** in petroleum-based oil compared to its predecessor

Technology featured in polymer and compound **supported** the achievement of elevated wet performance without **significantly trading off** snow performance

EAGLE EXHILARATE®

OUR ULTIMATE ULTRA-HIGH PERFORMANCE ALL-SEASON TIRE

Soybean oil in tread compound results in a **~42% reduction** in petroleum-based oil compared to its predecessor

Tread compound additive **assisted** with achieving winter performance targets **without sacrificing** wet and dry traction

EAGLE® ENFORCER ALL WEATHER®

THE FIRST-EVER PURSUIT-RATED ALL-WEATHER TIRE

Soybean oil in tread compound results in a **~45% reduction** in petroleum-based oil compared to its predecessor

Technology featured in compound **enabled** 3PMSF symbol **without sacrificing** handling and wet performance

ACCOLADES 2018 Tire Technology International Awards: Environmental Achievement of the Year

TARGETS



Goodyear exceeded the goal of a **25% increase in soybean oil consumption by 2020**, making noteworthy progress on the target of **fully replacing** petroleum-based oils **by 2040**



For more information
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