



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 please scan QR code