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No Time to Rest; Goodyear Engineers Continue to Upgrade

DALLAS, January 27 – In the past few months, Goodyear’s Fortera[®] and Wrangler[®] tires for SUVs and light trucks have been recognized for scoring the highest in a pair of high-level tire comparison tests. One would think that might be cause for celebration at North America’s largest tire company, and perhaps reason for the tire development team to take a break.

Half of that assumption would be correct.

“Yes, we’re thrilled with our recent momentum in product performance,” said Jeanne Sherman, Goodyear’s director of new products. “But we really don’t have the desire to sit back and enjoy the glow of success. Our customers and our retailers expect more from today’s tires, and we make it our duty to continue raising the bar. We are consumed with that goal.”

Goodyear’s original equipment tires for pickups and fullsize vans received the highest customer satisfaction ranking among buyers in the United States, according to the J.D. Power and Associates 2004 Original Equipment Tire Satisfaction StudySM, released in September 2004. Those fitments are primarily in Goodyear’s Wrangler line.

Additionally, the Goodyear Fortera HL tire for SUVs was rated the best in an annual tire test conducted by a leading consumer products magazine. The tire finished ahead of 21 other tires in the segment.

Still, Goodyear’s development team is announcing two new entries in these product areas – the Goodyear Wrangler featuring SilentArmor TechnologyTM, and the Fortera featuring SilentArmor TechnologyTM.

(more)

“While some may look at a situation and say ‘If it’s not broken, don’t fix it,’ we believe in the challenge of taking great products and making them even better,” Sherman said.

To achieve even higher levels of performance through smart engineering, the company conducted extensive research among truck and SUV owners. This resulted in identifying a need for a tire that provides a quiet, comfortable ride, along with the rugged toughness to take on the everyday unexpected hassles of the road.

A key technological feature in both tires to deliver this benefit is the addition of a layer made with KEVLAR[®], the strong fiber developed by DuPont.

Goodyear marketers work with engineers and scientists in the company’s technical group to jointly create new product ideas that use the latest technology, but in relevant, meaningful ways to the consumer. This same team and approach was utilized last year in the highly touted Assurance[®] line of passenger tires, the most successful product launch in the company’s history.

For details about Goodyear and its products, or to find the nearest Goodyear retailer, go to www.goodyeartires.com.

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Note to editors: News releases and downloadable photos are available at Goodyear’s media website, www.GoodyearNewsRoom.com.