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Searching for the Strong, Silent Type? Look for the Shield

DALLAS, January 27 – In the world of reality dating shows and bachelor/bachelorette-driven contests, more people are talking about their “type” and the image that fits their perfect-partner profile. For some, it’s the “tall, dark and handsome” description. Others yearn for one who is “short, sweet and caring.”

For those who want a “strong, silent type,” that’s dependable in any weather, Goodyear has the answer ... actually, two. North America’s largest tire company has announced a new Wrangler® tire, and Fortera® tire, both with the Goodyear-exclusive SilentArmor Technology™.

The Goodyear Fortera featuring SilentArmor Technology, with SUV drivers in mind, offers the perfect blend of utility, toughness and style. A complementary Wrangler featuring Silent Armor Technology is an on/off-road tire that offers toughness and comfort for those who drive pickup trucks.

Both of the SilentArmor tires feature an Armor Zone that is comprised of a layer made with DuPont KEVLAR®, a Durawall™ sidewall that helps resist punctures and cuts, and a rugged Rim Guard that protects wheels from curb damage. On the comfort side, the Fortera tires feature a layer that soaks up road noise for a smooth and quiet ride.

(more)

For those who wander through life looking for their dream match – at least in truck or SUV tires – the search can be as simple as looking for the shield icon that appears on the sidewall of the newest Goodyear Wrangler and Fortera tires. It easily identifies the SilentArmor Technology that is found within the skin of these new tires.

According to Jeanne Sherman, Goodyear’s director of new products, “Now, when it comes to recommending our best match for both toughness and comfort, we can simply tell consumers to look for the Silent Armor shield on the side of the tires.”

If only the challenge of finding the perfect date was that easy.

For other details about Goodyear, 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.