



Contact: Jim Davis
330-796-4114
(cell) 330-697-1118

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New Goodyear Tires Reflect Market Direction

DALLAS, January 27 – As vehicle design has become more specialized over the years, it’s no secret that the creation of the various components that make up those vehicles also has been more targeted for specific needs.

That explains the introduction of two new tires from Goodyear, which specifically target the SUV and pickup truck consumer desires for “strength” combined with a “comfortable ride.” The tires, available this spring, are the Goodyear Fortera[®] featuring SilentArmor Technology[™] and the Wrangler[®] featuring SilentArmor Technology[™].

“In essence, the owners of pickup trucks and SUVs told us what they wanted in the ideal tire,” said Jeanne Sherman, Goodyear’s director of new products. “Working from the market back, we challenged our design engineers to build tires that reflect the needs of this burgeoning market segment.

“In recent years, the trend in vehicles has been toward pickup trucks and SUVs replacing cars in the family garage. These vehicles give the driver the best of both worlds, the ability to drive from the paved road to the soccer field to the work site, while delivering a smooth, quiet ride. At Goodyear, we believe tires are an integral part of the vehicle and can help provide this experience.”

In terms of growth, the on/off-road truck tire segment is growing at 15.7 percent, compared to 2002 figures. This is a trend that shows no immediate signs of slowing down, according to projections from the Rubber Manufacturers Association (RMA). The growth rate in the SUV tire segment is even more dramatic since 2002.

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“These are vehicle segments that are increasingly popular, primarily because the buyers have made lifestyle statements about what they want. In trucks, they are straightforward about their desire to go where they want, when they want. SUV owners choose their vehicles because they want a perfect combination of style and utility,” explained Sherman.

“When it comes to tires, neither group will settle for compromise. They expect their tires to provide the quiet comfort and luxury of a car, with the go-anywhere/anytime ruggedness of a truck.”

Both of the SilentArmor tires feature an Armor Zone that is comprised of a layer made with DuPont KEVLAR[®], a Durawall[™] sidewall to help withstand cuts, and a rugged Rim Guard that protects wheels from curb damage. On the comfort side, the tires are built to soak up road noise for a smooth and quiet ride.

The new tires are available this spring.

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.