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‘Wrangler Man’ Still Provides Verification of Toughest Goodyear Products

DALLAS, January 27 – Since 1977, Goodyear has introduced many new tires in the light-truck line, primarily under the well-known Wrangler® brand name. While those tires go through exhaustive testing in the lab and in the real world prior to commercial availability, there is often one step in the testing process that is unique.

Legendary off-road racer Walker Evans, a Baja 1000 winner *nine times*, has often served as an unofficial test driver when new Wranglers roll off the drawing boards at Goodyear’s Akron, Ohio technical center.

“For as many races as he has competed and won on Goodyear tires, it is appropriate that Walker should know quite a lot about what it takes to be a good, tough, smooth-riding, high-traction truck tire,” said Todd Hershberger, Goodyear’s marketing manager, light-truck tires.

This week, Evans is in Texas to help launch Goodyear’s newest tire, the Wrangler featuring SilentArmor Technology™. A premium on/off-road tire for today’s pickups, the new Wrangler is designed to provide the toughness of a truck tire and the quiet ride of a passenger tire,” according to Hershberger.

It features a unique Armor Zone, made with a layer of DuPont KEVLAR®, as well as a reinforced sidewall made with Durawall™, a proprietary Goodyear rubber to help resist sidewall scuffing and abrasions.

Around Goodyear, Evans is known as “Wrangler Man” — for good reason. He has had a major influence on the development of Goodyear’s Wrangler product line, according to company officials.

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He has dished out the punishment to the Wranglers on the most demanding proving grounds in the world — the off-road race track — and has hammered many Wranglers, from the first radial to the MT, AT, Aquatred, AT/S and MT/R.

Evans has tested tires for Goodyear around the world, at racetracks and at various Goodyear proving grounds.

Now retired from competitive off-road racing, Evans competes on the rock-crawling circuit.

“I don’t care if you’re going 1 mph straight up over huge rocks, 60 mph down a sandwash or 120 mph on a Baja dry lake bed. Your performance depends on the tires,” said Evans. “And when it comes to building a tough truck tire, nobody builds ‘em like Goodyear Wrangler.”

With 142 victories and 21 championship titles to his name, he is one of the most accomplished racers in off-road history. In addition to the nine wins in the Baja 1000, his other multiple desert victories include the Mint 400, the Baja 500, the Parker 400 and the Fireworks 250.

For more information about the new Goodyear tires with SilentArmor Technology, visit www.goodyearwrangler.com. For other details about Goodyear, or to find the nearest Goodyear retailer, go to www.goodyeartires.com.

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