

# GREENER. FURTHER.



**FUELMAX  
ENDURANCE**

MORE SUSTAINABILITY.  
MORE ROUTES.

**GOODYEAR**







**INTRODUCING THE TYRE THAT GIVES  
FLEET MANAGERS MORE OPTIONS  
ON MORE ROUTES.**

As a fleet manager, you know you need to drive better fuel efficiency and prove your sustainability to customers. Yet you also need tyres that can cope with everyday operation, which can involve different types of route. Long-haul, straight-line motorway driving as well as the curves and frequent stops associated with A and B roads.

This is why FUELMAX ENDURANCE is such big news for fleet managers. It incorporates the low-rolling resistance associated with motorway driving, but extends your options to include A and B roads by bringing extra traction and durability.

You want to improve sustainability on all your routes?

**With FUELMAX ENDURANCE, you get what you want.**

**Low emissions,  
high fuel efficiency**

Thanks to low rolling resistance

**Suitability for A  
and B roads**

Not limited to motorway driving

**Resistant to wear**

Caused by curved roads, rough surfaces and frequent stops.

**Excellent traction**

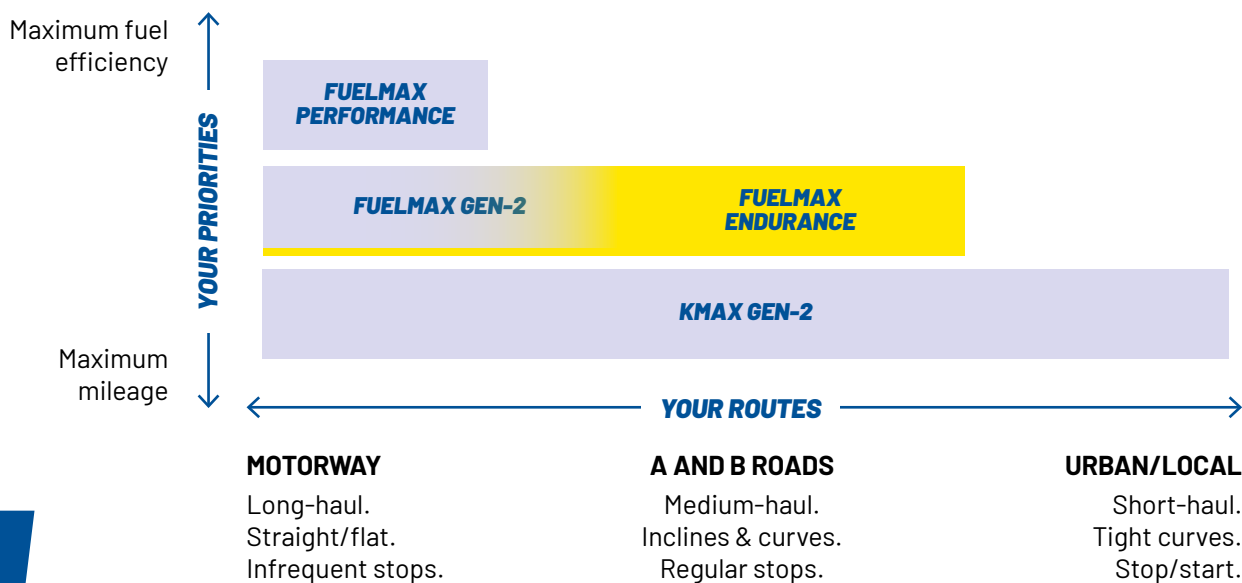
For use on gradients and curves

**Longer tyre life**

With reliable retreadability

# WHICH TYRES ARE RIGHT FOR YOU?

Goodyear has designed a complete range of on-road tyres that meet the differing needs of all fleets, whatever routes they run and whatever their priorities. **FUELMAX ENDURANCE** was created to address the needs of fleet managers who need to drive lower emissions and greater fuel efficiency, but whose routes can include either motorways or some A and B roads, with more frequent stops.



## FUELMAX ENDURANCE ARE THE IDEAL CHOICE OF TYRE FOR FLEETS THAT:



AIM TO REDUCE EMISSIONS



WANT TO IMPROVE FUEL EFFICIENCY



RUN ROUTES ON A AND B ROADS



RUN ROUTES THAT INVOLVE MULTIPLE STOPS



# FUELMAX ENDURANCE BY DESIGN

## INNOVATIONS EXPLAINED

(Actual features depending on tyre size)



## FUELMAX ENDURANCE INNOVATIONS EXPLAINED

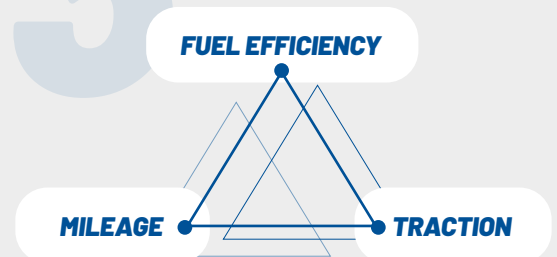
In order to design a new tyre range that would extend fuel-saving capability to a wider range of routes, we made a number of innovations. For the high traction and durability needed to drive on A and B roads, we used deeper sipes\*. To improve the durability and robustness of the steer axle tyres, we increased the wearable rubber volume\*. But we also enabled high fuel efficiency by using new low rolling resistance compounds for the tread and the sidewalls. This is significant because it prevents heat building up in the tyre – and any energy lost in heat is fuel wasted and unnecessary emissions created.

\*compared to FUELMAX GEN-2 on selected sizes

On the drive axle tyre, we employed an innovative new tread pattern and stiffened the tyre shoulders in order to deliver the levels of durability needed on A and B roads. But once more, we found a way to retain the fuel efficiency aspect by investing in extra curing for the compound.

Combining these innovations has enabled us to present a new family of tyres that extend low emissions capability further than ever, giving fleet managers both more flexibility and more sustainable operations.

## THE 3 CRITICAL QUALITIES OF ROAD TYRES



Fleet requirements vary, so our tyres are designed to provide the optimum combination of fuel efficiency, mileage and traction.

## **RFID IDENTIFICATION**

RFID tags are integrated in all FUELMAX S and D ENDURANCE tyres. An RFID tag is embedded inside the tyre and allows simple identification and connectivity to tyre management and tracking systems. The RFID contains ISO standard information as per SGTIN96 coding. Tyres can communicate with a cloud network on an individual serial number level, therefore, allowing much better tyre flow management.





**STEER**

## **FUELMAX S ENDURANCE**

**5-RIB DESIGN**

**6-RIB DESIGN**

### **INTELLIMAX RIB TECHNOLOGY**

Stiffener bridges in the shoulder connect as the tyre rolls. <sup>1</sup> The ribs therefore support each other, giving the tyre more strength and resistance to wear and damage.

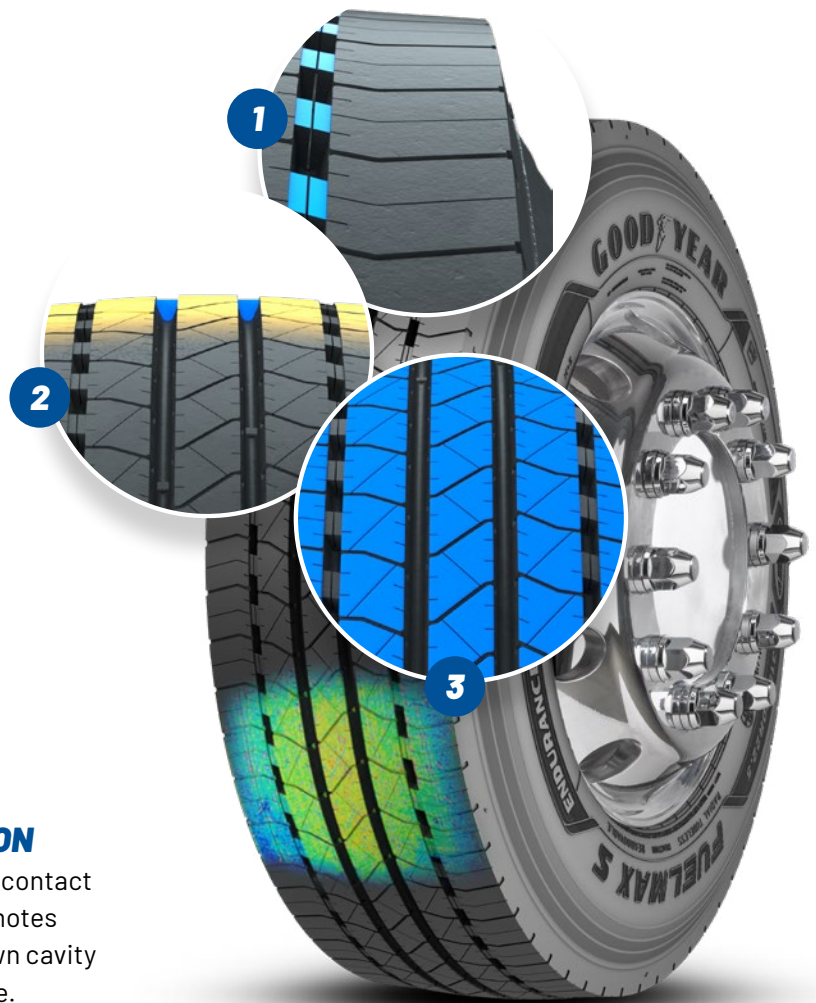
### **WEARABLE RUBBER VOLUME AND HIGH NET-TO-GROSS RATIO**

The increased tread depth\* gives you more wearable rubber volume and improved traction in all weather conditions throughout the tyre life. <sup>2</sup> A higher net-to-gross ratio creates a larger contact area, which reduces wear and keeps block movements under control. Together, the combined deeper tread and high net-to-gross ratio improve the tyre's mileage potential. <sup>3</sup>

\*Plus 1.2 mm tread depth at 315/70R22.5 compared to FUELMAX S GEN-2

### **FOOTPRINT PRESSURE DISTRIBUTION**

The tread design increases the homogenous contact surface area ensuring even wear, which promotes higher mileage. Improved belt angle and crown cavity reduce heat generation and rolling resistance.





**DRIVE**

## FUELMAX D ENDURANCE

### INNOVATIVE TREAD DESIGN

Directional design improves traction through better water evacuation, while tie bars in the shoulder grooves make the tyre more resistant to wear and damage. <sup>1</sup>

### SIPES AND GROOVES

More sipes and grooves create more biting edges for better grip in all seasons and weather conditions (3PMSF). <sup>2</sup> This traction is maintained by 'ball bottom' grooves that open up as the tyre wears. <sup>3</sup>

### HIGHER SUSTAINABILITY VIA RETREADABILITY

High-quality casings enable retreading as cost-effective way of extending tyre life, reducing costs and promoting sustainability.



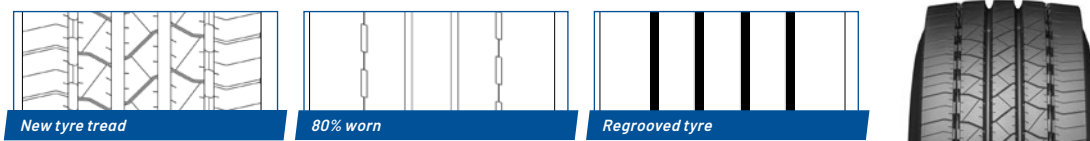
# FUELMAX ENDURANCE

## TECHNICAL DATA

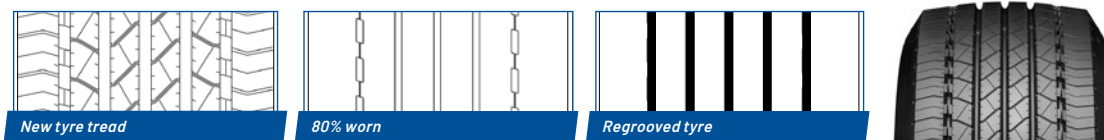
### REGROOVING RECOMMENDATIONS

FUELMAX ENDURANCE tyres are both retreadable and regroovable and have been developed for optimised sustainability, allowing fleets to make the best use of their tyre assets and substantially reduce their cost per mile and environmental footprint.

#### FUELMAX S ENDURANCE 5-RIB DESIGN (315/70R22.5)

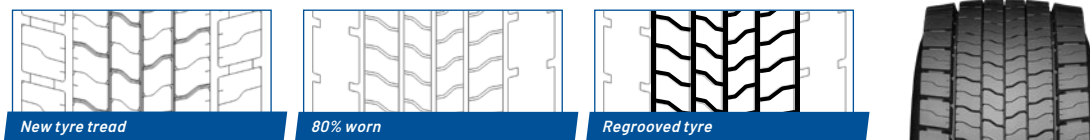


#### 6-RIB DESIGN (385/55R22.5)



Max. regrooving depth 3mm, regrooving width 8mm.

#### FUELMAX D ENDURANCE



Max. regrooving depth 3mm, regrooving width 6mm.

TYRE DESIGN NAME	SIZE †	LOAD / SPEED INDEX 1	LOAD / SPEED INDEX 2	FUEL EFFICIENCY	WET GRIP	NOISE EMISSIONS (CLASS / dB)	SNOW GRIP (3PMSF)	ICE GRIP INDEX ††	RFID
FUELMAX S ENDURANCE	315/80 R 22.5	156/150 L	154/150 M	**			✓	-	✓
FUELMAX S ENDURANCE HL	315/70 R 22.5	156/150 L		B	B	A 71	✓	-	✓
FUELMAX S ENDURANCE	385/65 R 22.5	160 K	158 L	**			✓	-	✓
FUELMAX S ENDURANCE	385/55 R 22.5	160 K	158 L	B	B	A 71	✓	-	✓
FUELMAX D ENDURANCE	315/80 R 22.5	156/150 L	154/150 M	**			✓	-	✓
FUELMAX D ENDURANCE	315/70 R 22.5	154/148 L	152/148 M	B	B	B 74	✓	-	✓

\* replacing FUELMAX GEN-2 design \*\* under development RFID: Radio Frequency Identification



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