



## Press Information

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German TÜV SÜD confirmed: excellent performance even when worn<sup>1</sup>

### Goodyear launches OptiGrip tire with revolutionary SmartWear Technology for exceptional performance throughout the tire's entire lifetime

Brussels, Belgium, September 29, 2008 – Goodyear, one of the world's largest tire companies, is proud to introduce OptiGrip, the innovative summer tire that offers drivers excellent performance, including wet braking, aquaplaning resistance and wet grip – even when the tire is worn.

On wet roads worn tires reduce the effectiveness of braking, steering, and traction. Thus, drivers need to drive more carefully, particularly in rain and on wet roads to avoid an accident.



Goodyear's revolutionary approach to the problems caused by worn tires takes shape in the new OptiGrip, with its innovative SmartWear Technology. SmartWear Technology has been specifically developed so that as the surface tread of the tire wears down, new compounds and grooves appear to maintain wet grip and aquaplaning performance at a high level. The new OptiGrip therefore retains great performance even when it's worn.

The OptiGrip, which has been independently tested by the German organization TÜV SÜD Automotive<sup>1</sup>, offers drivers peace of mind by delivering a tire that continues to perform exceptionally over its entire life time. Most notably, OptiGrip outperforms major competitors with these powerful results:

- OptiGrip shows better straight aquaplaning resistance after 20.000km than **brand-new** competitor tires<sup>1</sup>
- OptiGrip delivers **20%** shorter braking distance on wet roads after 30.000km<sup>1</sup>

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<sup>1</sup>Tested against two leading competitors in April 2008 by TÜV SÜD Automotive, tire size: 225/45R17; car: VW Golf 2.0 FSI; report #76230122-1.



The new Goodyear OptiGrip dramatically extends its lead in wet braking over its lifetime. After 10.000km OptiGrip is 4% better than its two leading competitors, after 20.000km 7% better and after 30.000km OptiGrip stops even 20% shorter than its two leading competitors<sup>2</sup>

**OptiGrip™**

## **A new era in tire technology: SmartWear Technology**

### Groundbreaking compound technology

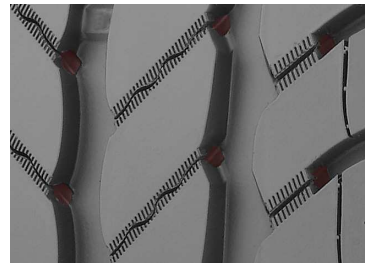
Goodyear's innovative SmartWear Technology, used in the new OptiGrip, features the combination of two specially-designed compounds. The top compound, which has a sipe design with 3D interlocking technology in the upper section of the tread blocks, offers tread design stiffness that contributes to dry handling performance and high mileage.

As the top compound wears, more of the bottom compound is progressively exposed. This compound is designed for increased grip in the wet and maintains among best in class wet braking and handling performance throughout the entire life of the tire.<sup>2</sup>

### Innovative tread design

The SmartWear Technology of the new OptiGrip is also encapsulated in a uniquely visible tread design, which continues to change throughout the tire's lifetime. Sipes and grooves feature hidden channels below the tread surface, which are gradually revealed as the tire tread wears down.

These new grooves facilitate efficient water evacuation and maintain the high levels of wet grip and aquaplaning resistance even when the tire wears down.



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<sup>2</sup> Tested against two leading competitors in April 2008 by TÜV SÜD Automotive, tire size: 225/45R17; car: VW Golf 2.0 FSI; report #76230122-1



## **Long lasting performance**

The new OptiGrip has been extensively tested, both at Goodyear's own testing facilities as well as by TÜV SÜD Automotive. These tests measured numerous driving parameters such as braking, aquaplaning and handling at various stages of the tire life. Tracking the performance evolution gives a true picture of the OptiGrip's long lasting performance capability.

Excellent wet handling, aquaplaning resistance and braking – even after 30.000km

Worn tires increasingly lose grip on wet roads, as the grooves are no longer deep enough to channel water out from beneath the tread. The result is hydroplaning, where the tread merely skims the water's surface and the vehicle no longer responds to steering.

The open tread design and the wide circumferential tread grooves facilitate efficient water dispersal from the tire contact area. The bottom compound, which has been designed for increased grip in the wet, also helps maintain best in class wet braking and handling performance – even after 30.000 kilometers.

Excellent dry handling over lifetime

The new OptiGrip provides precise handling through bends and during high performance driving conditions. The new tire features two central and continuous circumferential ribs. The stable centre area transmits the steering movements directly to the road surface, while the solid outside shoulder blocks gradually take over the transmission of the cornering forces. This results in a more even pressure distribution over the entire footprint and consequently, improves the handling stability. In addition, the characteristics of the outer tread compound provide excellent handling performance.

## **Environmentally friendly**

The low rolling resistance tread of the Goodyear OptiGrip is tuned to contribute to lower fuel consumption. The tire's low Poly Cyclic Aromatic (PCA) polymer tread also makes it a more environmentally friendly tire.



## Available in various sizes

The new OptiGrip is available in 16 different sizes. The range is designed to cover most medium and high performance vehicles. The OptiGrip is available in the following sizes:

205/65 R15 94H  
205/65 R15 94V  
215/65 R15 96V

215/55 R16 93V  
215/55 R16 97H XL  
225/55 R16 99V XL

205/60 R15 91H  
205/60 R15 91V  
205/60 R16 92H  
205/60 R16 92V

205/50 R16 87V  
205/50 R17 93W XL  
225/50 R17 98W XL

205/55 R16 91H  
205/55 R16 91V

225/45 R17 94W XL

## About Goodyear

Goodyear is one of the world's largest tire companies. Goodyear employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world.

Goodyear's innovations have set automotive standards for more than 100 years. Goodyear has been the pioneer of the innovative safety technology known as RunOnFlat, which allows a driver to continue on a journey with a punctured tire. Goodyear is the world's leading manufacturer of RunOnFlat tires, with applications on various BMWs, the award winning Mini, Mercedes-Benz high performance cars, Opel and other brands. Additional Goodyear RunOnFlat fitments are on the horizon, as the company's designers are working with multiple automobile manufacturers on more than 150 RunOnFlat projects. In 2007 Goodyear supplied more than two million RunOnFlat tires.

For more information on Goodyear and its products, visit [www.goodyear.com](http://www.goodyear.com).