



Goodyear
Low Rolling Resistance Tires

For Fuel Efficient
Advanced Technology Vehicles

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Goodyear US Original Equipment Customers

General Motors

Ford

Chrysler

Toyota

Honda

Nissan

Mercedes Benz

Mitsubishi

Subaru

**Goodyear is the largest volume tire supplier
to OE vehicle manufacturers in the US**

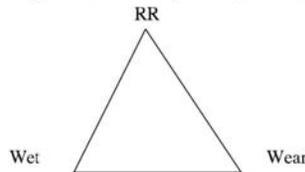
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OE vehicles require technically advanced tires that have been engineered specifically to provide low rolling resistance in order to help achieve vehicle fuel efficiency (CAFE targets).

10% - 25% decrease in rolling resistance equates to
2% - 5% increase in fuel economy.

Overall tire performance is determined by a balance of technical tradeoffs between rolling resistance, wet performance, and treadwear.



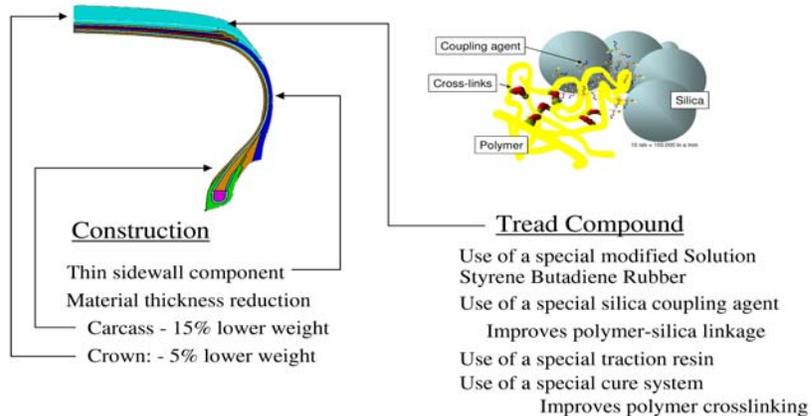
Utilizing normal material and manufacturing process equipment to advance one of the three performance areas of the triangle requires tradeoffs for the other two. This limits the ability to achieve the lowest levels of rolling resistance.

A breakthrough was required in material and manufacturing process technology to improve all three performance areas simultaneously.

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Goodyear Technology Solution



Goodyear's newly developed technology uses commercially available material. However, special processing equipment is required to manufacture tires with this new technology.

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Requirements to Produce Low Rolling Resistance Tires Utilizing Goodyear's New Technology

Goodyear's new technology enables tires to be produced with low rolling resistance while maintaining wet performance and treadwear.

Special process capability is required to manufacture these tires.

Goodyear has developed the process technology capability to produce these tires. However, currently production capacity with the necessary capability is very limited.

Investment is required in order to produce the volume of tires required to satisfy OEM needs for low rolling resistance tires, tires for hybrid vehicles, and tires for electric vehicles.

The equipment required to produce these tires is detailed on the following page.

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INVESTMENT REQUIREMENTS FOR FULL FITMENT OF LOW ROLLING RESISTANCE OF TIRES MANUFACTURED IN GOODYEAR'S US TIRE PLANTS

\$ MILLIONS	ESTIMATED RANGE
RUBBER MIXING	281 - 570
COMPONENT EXTRUSION	104 - 210
COMPONENT CALENDERING AND CUTTING	9 - 18
TIRE ASSEMBLY	230 - 555
CURING	18 - 27
MOLDS	58 - 120
TOTAL INVESTMENT REQUIRED	\$700 - \$1,500

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Goodyear US Tire Plant Locations:

Lawton, Oklahoma

Gadsden, Alabama

Union City, Tennessee

Fayetteville, North Carolina

Danville, Virginia

Topeka, Kansas

Buffalo, New York

Corporate Headquarters:

Akron, Ohio

The investment detailed on the previous page would be used to equip Goodyear's US tire plants (listed above) with the capability to produce low rolling resistance tires, tires for hybrid vehicles, and tires for electric vehicles for US OE manufacturers.

**Goodyear is the last remaining US owned tire company
that is a major supplier to US OEM's**

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