



BY THE NUMBERS

A LOOK AT GOODYEAR'S LATEST SUSTAINABLE-MATERIAL DEMONSTRATION TIRE



SUSTAINABLE MATERIALS
in our latest demonstration tire



FEATURED INGREDIENTS



TIRE COMPONENTS

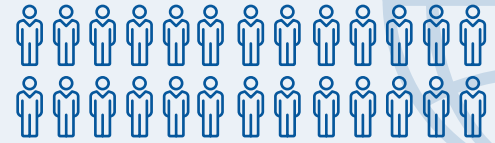


Making significant progress towards achieving our goal of a 100% sustainable-material tire by 2030



GOODYEAR
collaborating to build a better future

Multiple associate teams and collaborators across the globe worked together on this tire's development and launch

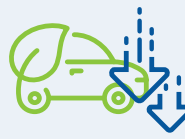


CARBON BLACKS
produced from methane, carbon dioxide, plant-based oil and end-of-life tire pyrolysis oil used in this project

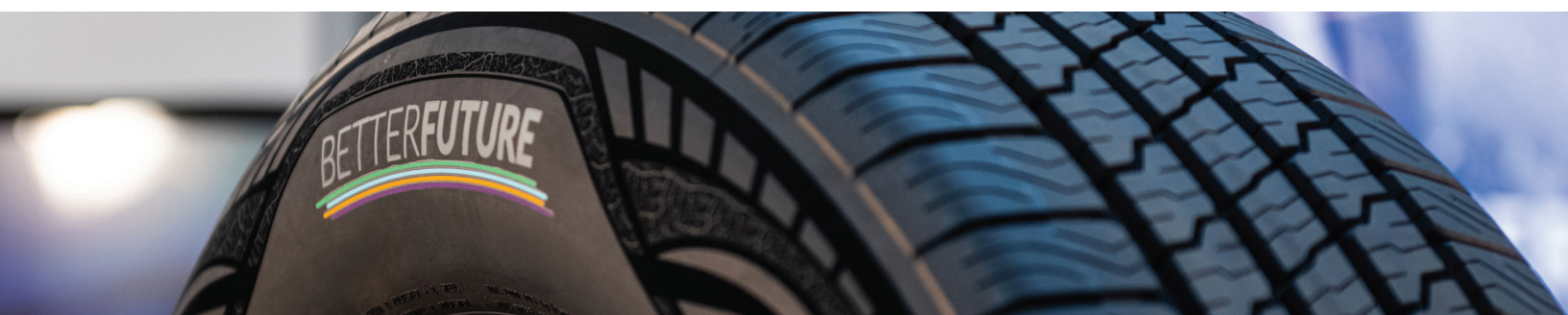
INCREASE IN SUSTAINABLE-MATERIAL CONTENT
since our last demonstration tire announcement*



PASSED ALL APPLICABLE REGULATORY TESTING as well as Goodyear's internal testing



LOWER ROLLING RESISTANCE
when compared to a tire made with traditional materials. Lower rolling resistance means this demonstration tire has the potential to offer better fuel savings and carbon footprint reduction



A sustainable material is defined as a bio-based/renewable, recycled material or one that may be produced using or contributing to other sustainable practices for resource conservation and/or emissions reductions including mass-balance materials.

This tire has been produced as a demonstration tire, which means that Goodyear has proven its ability to produce a consumer tire made of 90% sustainable-material content.

*In January 2022, Goodyear announced a 70% sustainable-material demonstration tire.