

PRESS RELEASE

June 2016 – Brussels, Belgium



2016 Off-road Award goes to Goodyear Wrangler DuraTrac

Goodyear has successfully defended its top position in the readers' choice of the renowned German magazine 'Off Road'¹. For the fourth time in a row, Goodyear's Wrangler DuraTrac tire has been chosen as the best off-road tire in the category 'Traction Tires by a large margin'.

Readers were invited to vote for one of 10 competitors. Almost 28 percent of the votes went to the Goodyear tire, the runner-up received almost 20 percent.

Over 85,000 readers participated in the voting for the 2016 Off-road Awards, selecting the most popular off-road vehicles in 12 categories and also choosing the best traction tire.

"This renewed award win is a testament to the performance of the Goodyear Wrangler DuraTrac", said Jürgen Titz, Group Managing Director D-A-CH Goodyear. "Being voted as the best off-road tire is very important to us, because it is based on the judgment of particularly knowledgeable readers."



The Goodyear Wrangler DuraTrac, developed for use on tough terrain, offers robust off-road vehicles excellent handling on challenging off-road terrain and rocky surfaces.

¹ <https://www.off-road.de/de/aktuell/award2016/>

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The readers' choice award of 'Off Road' has been taking place since 1982. The award for the best traction tire has been given since 2013.

About Goodyear

Goodyear is one of the world's largest tire companies. It employs approximately 66,000 people and manufactures its products in 49 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear or its products, go to www.goodyear.eu.

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