

Caravanning is the new cool

As European travelers are increasingly looking for unique experiences and considering the caravan as a mode of transport to get closer to "real" emotions, Goodyear takes them to unique places as part of its 'Made to Feel Good' Summer Campaign.



Travelling has become more and more accessible, especially within Europe. But the current ease of reaching a holiday destination has also sparked a newfound demand for authentic and unique travel experiences. Think beautiful sceneries, mesmerizing cities or unexpected places. Starting June 22nd, Goodyear, one of the world's largest tire companies, will

give adventurers the opportunity to stay the night at unique and usually unattainable places in a caravan. With Goodyear's slogan 'Made to Feel Good' in mind, Goodyear expands with this campaign its mission of giving people the experience of a comfortable journey to their inspiring destination.

A person's feel good place is not only that which feels familiar, but also new experiences and discovering beautiful places can make someone happy. And travelling by caravan has become increasingly popular to reach these authentic places. Dr. Dimitrios Tsivrikos, Consumer and Business Psychologist at the University College of London, explains: *"Caravans are increasingly becoming consumers' vessels for a bespoke and authentic journey. In this vein consumers are fully in*

European caravan sales on the rise

The European motor caravan and caravan market did exceedingly well in 2015, registering its highest sales in five years. New leisure-vehicle sales registered a substantial rise of 10.2 percent relative to the prior year.

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The Goodyear logo is displayed in yellow text on a blue rectangular background. It features the word "GOODYEAR" in a bold, sans-serif font, with a stylized winged foot symbol integrated into the letter "Y".

MADE TO FEEL GOOD.

control of their surroundings and path, which creates a sense of freedom and excitement that few other travel means can create.”

“This campaign embodies the essence of Goodyear’s ‘Made to Feel Good’ credo by offering unique experiences to never forget. Goodyear wants to inspire consumers to enjoy adventures that they haven’t encountered before, all the while providing them with the peace of mind of a safe and reliable journey”, says Alexis Bortoluzzi, Marketing Director Consumer EMEA Goodyear Dunlop.

Consumers across Europe have the opportunity to stay in this unique feel good place via <https://goodyear-feelgoodplaces.com/> and spend the night in a furnished and decorated caravan specifically designed to provide a refreshing holiday.

People can follow the mobile feel good place on its six-week adventure on Goodyear’s social media channels <http://www.facebook.com/goodyear>, www.instagram.com/goodyear_emea and <http://www.twitter.com/GoodyearPress>) and book an overnight stay, free-of-charge¹. Each location will only be revealed a few days before arrival, on social media and on Goodyear’s travel blog, which will be integrated on Goodyear’s Facebook page. Those interested in the Goodyear experience will have to act fast and book their overnight stay on Airbnb, first come first serve.

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.

For additional pictures, visit the online newsroom: <http://news.goodyear.eu>.

You can also follow us on Twitter @Goodyearpress and join our ThinkGoodMobility group on LinkedIn.

¹ “Subject to the acceptance of the Terms and Conditions for the Renting of the Goodyear Caravan, knowing that booking of the Caravan is only eligible to people aged 18 or more at time of the booking and to people having “liked” the Goodyear Facebook page dedicated to the renting of the Caravan”.