GOODYEAR All Season Press Event
Eddy Geerdink
Director Marketing Execution Consumer Tires
Goodyear Europe, Middle East & Africa
October 10th
13:15 - 14:15  All Season market insights and product deep-dive
14:15 - 16:30  GIC*L workshops (Design Studio / Material Science Lab / Physical Lab / Snow Lab)
16:30 - 17:00  Regroup at GIC*L lobby
17:00 - 18:00  Bus transfer to hotel & check-in
19:00 - 22:00  Aperitif & dinner in hotel

October 11th
07:00 - 08:00  Breakfast and check-out
08:00 - 09:00  Bus transfer to Centre de Formation
09:00 - 09:15  Safety briefing and overview driving experiences
09:15 - 11:30  Driving experiences
11:30 - 11:45  Wrap-up
11:45 onwards  Lunch 1st floor Restaurant Neptwone at CFC
Herman Vereecken
Manager Communication Strategy & Deployment GIC*L and DDC*H
Goodyear Innovation Center Luxembourg
Welcome to the Goodyear Innovation Center Luxembourg
Goodyear complex in Colmar-Berg

- Total Goodyear Luxembourg Complex: 3,240 employees

- Goodyear Innovation Center Luxembourg (GIC*L) employs over 1000 technicians, engineers and scientists with over 40 different nationalities

- GIC*L is part of the Goodyear Luxembourg complex, responsible for designing, engineering, manufacturing and distributing Goodyear tires across EMEA

- The proximity of Goodyear’s testing circuit and tire test lab ensures our tires meet the highest requirements
Did you know…

A modern tire consists of roughly 25 different components
Today’s tire: an introduction

- Tread
- Base
- Overlay
- Breaker 2
- Gumstrip
- Breaker 1
- Barrier Gumstrip
- Inner liner
- Bead
- Sidewall
- Ply
- Toe guard
- Apex
GIC*L technical know-how

Tire Engineering & Design

Materials & Compounding Science

Tire Performance Evaluation
  Indoor & Outdoor
Goodyear Innovation Center Luxembourg
Did you know...

That in Hamburg temperatures drop below freezing 70 days per year, whereas in Santander only 6 days a year see sub-zero temperatures.

That in Antwerp it rains twice as much as in Milan (roughly 200 days of rain vs. 100 days).

That Izmir has less than 2 days a year with snow on the ground and Berlin has almost 30 days.

Source: DWD, OGIMET, Worldweather, ECAD, NOAA. Data processing done by ranft.tv weathersolutions.
Europe shows a wide variety of weather patterns, with **big differences** from city to city and increasingly **unpredictable** conditions.
Adapting to changing weather conditions

Traditionally…

Drivers in more severe winter climates and who drive a lot would use summer tires in summer and switch to winter tires in winter.

But drivers in more moderate winter climates, in urban areas not covering long distances tend to drive on summer tires all year long.

Summer tires are perceived as the ‘standard tire type’ as almost all new cars are equipped with summer tires.

In the UK for example, drivers think they have ‘All Season’ tires, but actually drive summer tires all year long* which doesn’t prepare them for – unexpected – winter conditions.

* Ipsos Goodyear All Seasons qualitative research 2016
But…
There is an alternative in the form of a real All Season tire. Offering 3 important benefits:

**Versatility**
- Excellent performance in all weather conditions
- Ready for unpredictable weather
- Especially suited to rain and winter

**Safety**
- Shorter braking distance on snow*
- Shorter braking distance on wet*

**Convenience**
- Budget-friendlier and time-saving vs. summer-winter solution

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*Compared to average of four competitors (Michelin CrossClimate+, Continental AllSeasonContact, Pirelli Cinturato All-Season and Vredestein Quatrac 5). Measured by TÜV SÜD Product Service in August 2017 ordered by Goodyear; Size: 205/55R16; Test Car: VW Golf VII; Location: Cardrona (NZ), Colmar-Berg (L), Montpellier (F), Wittlich (D) Papenburg (D) Uni Neubiberg (D) TÜV SÜD Garching (D); Report nr: 713112421
82% of consumers indicated they wanted tires that are safe in different weather conditions.”

- This preference is reflected in the European All Season market evolution.
- Consumers are increasingly buying All Season tires across Europe, with the All Season market more than doubling in the last 5 years.

Although the All Season market is growing, many drivers still drive summer tires all year round => Changing to All Season will prepare them better for various and unpredictable weather conditions

1 Source: Ipsos Marketing Goodyear Consumer survey 2016
2 Source: ETRMA – BeNeLux, Central Europe, DACH, France, Iberia, Italy/Greece, Nordics, UK/Ireland
All Season split per market

- Germany biggest All Season market, with 44% of All Season tires sold.
- Italy, France, the Netherlands and the UK complete the top 5.

Source: ETRMA Europool, Europe + Turkey
It is predicted that the All Season tire market will grow by 80%. Almost doubling the tire sales in 5 years.
Marc Roquefort
Marketing Product Manager
Goodyear Europe, Middle East & Africa
Did you know…

Goodyear launched the very first All Season tire back in 1977, the ‘Tiempo’.

A lot has changed since then…
Goodyear is the inventor of All Season tires...

Vector 4Seasons family

Over 30 years of excellent performance all year long.
GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance

Improved arrangement of smaller and connected blocks

Winter performance

Wide cavity

Winter performance

Hydrodynamic grooves

Wet performance

3D sipes

Dry performance

Increased silica proportion

Overall performance
GOODYEAR Vector 4Seasons Gen-2
Product Characteristics and Performance

- **Feature**
  - Improved arrangement of smaller and connected blocks

- **Benefit**
  - Provides improved overall performance on snowy roads
GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance

- Feature
  - Wide cavity

- Benefit
  - Provides improved overall performance on icy roads
GOODYEAR Vector 4Seasons Gen-2
Product Characteristics and Performance

• Feature
  • Hydrodynamic grooves

• Benefit
  • Provide better aquaplaning resistance on wet and slushy roads
GOODYEAR Vector 4Seasons Gen-2

Product Characteristics and Performance

- **Feature**
  - 3D sipes

- **Benefit**
  - Provide enhanced tread stiffness for improved stability and handling on dry roads
GOODYEAR Vector 4Seasons Gen-2
Product Characteristics and Performance

- Feature
  - SmartTred plasticizer
  - Latest polymer technology
  - Increased silica proportion

- Benefit
  - Provides better overall performance on wet, slushy and icy roads
Thanks to the state-of-the-art technology in the Vector 4seasons Gen-2 you can drive safely year-in-year-out.

The 3 peak snowflake label allows you to drive the Vector 4Seasons’ tires in markets with strict winter regulations, Germany for instance.

**Legal requirements**

- **M&S or M+S**: a tire that performs better in mud and fresh or melting snow than a normal tire. M+S marking is linked to design rules.
- **3PMSF**: a tire whose tread pattern compound or structure are primarily designed to achieve better results in snow conditions than a normal tire. 3PMSF is linked to a test result versus a reference tire.
Did you know…

More than 80% of accidents in winter happen due to the lack of grip on wet roads. This clearly shows the importance of a tire’s good wet grip performance.

Source: Verkehrsunfallforschung, Technical University Dresden (Nov. 2015)
TÜV SÜD – independent testing agency

- TÜV SÜD is a global testing & certification provider
- It's an independent agency that conducts impartial tests
- Its tests are a key indicator of how good a company’s product performs
Goodyear Vector 4Seasons Gen-2.
Best in test in braking distance on wet roads delivering \textbf{3.6 m shorter braking distance}.\footnote{Compared to average of four competitors (Michelin CrossClimate +, Continental AllSeasonContact, Pirelli Cinturato All Season and Vredestein Quatrac 5). Measured by TÜV SÜD Product Service in August 2017; Size: 205/55R16; Test car: VW Golf VII; Location: Cordoba (气温), Colmar-Berg (气温), Montpellier (降雨), Wittlich (降雨), Limoges (降雨), TÜV SÜD Garching (气温); Report nr.: 133112421-12}

\begin{itemize}
  \item \textbf{80 km/h}
  \item \textbf{24 km/h}
  \item \textbf{0 km/h}
  \item +3.6 m
\end{itemize}
Goodyear Vector 4Seasons Gen-2.
Best in test in braking distance on snow
delivering **2.2 m shorter braking distance.**

* Compared to average of four competitors (Michelin CrossClimate +, Continental AllSeasonContact, Pirelli Cinturato All Season and Vredestein Quatrac 5).
Measured by TÜV SÜD Product Service in August 2017; Size: 235/55R17; Test Car: VW Golf VII; Location: Cardrona (NZ), Colmar-Berg (L), Montpellier (F), Wittlich (G), Papenburg (D), Um Neulingen (D); TÜV SÜD Catching (3); Report no: 713112421-02.

MADE TO FEEL GOOD.
• All Season tires are adapted to regions that have soft winters but still see heavy rain, light snow and ice.

• The Goodyer Vector 4Seasons Gen-2 is a balanced tire with excellent performance in all circumstances

• This is shown in the test results from TÜV, with the Vector 4Seasons Gen-2 number 1 in braking on wet and snow (versus leading competitors)

Excellent braking in **wet and snowy conditions**
Endorsed by independent tests

Goodyear’s Vector 4Seasons Gen-2 is unquestionably up to the task, it has excellent performance on snow and very good wet grip.

Auto Bild, October 2017

“Nearly as good as a winter tire on snow, has a very short braking distance in wet, very silent and comfortable”

Auto Bild allrad, July 2017

“Easily controllable and good-natured understeering tire on snow. Acceptable dynamic in wet, stable and safe curve-dynamic on dry roads”

Auto Motor Und Sport, September 2016
Since its introduction less than 2 years ago, the Goodyear Vector 4Seasons Gen-2 has secured over 54 approvals on 27 platforms from 10 car manufacturers.

… and embraced by leading car manufacturers
In a nutshell: why buy All Season tires

| Versatile                                                                 | Safe                                                                 | Convenient                                                        |
|--------------------------------------------------------------------------|----------------------------------------------------------------------|                                                                  |
| • Excellent performance in all weather conditions                        | • Shorter braking distance on snow*                                   | • Budget-friendlier and time-saving versus summer-winter solution |
| • Ready for unpredictable weather                                        | • Shorter braking distance on wet*                                   |                                                                  |
| • Especially suited to rain and winter                                   |                                                                      |                                                                  |

*Compared to average of four competitors (Michelin CrossClimate+, Continental AllSeasonContact, Pirelli Cinturato All-Season and Vredestein Quatrac 5). Measured by TÜV SÜD Product Service in August 2017 ordered by Goodyear; Size: 205/55R16; Test Car: VW Golf VII; Location: Cardrona (NZ), Colmar-Berg (L), Montpellier (F), Wittlich (D) Papenburg (D) Uni Neubiberg (D) TÜV SÜD Garching (D); Report nr: 713112421
Key take-aways

1. The All Season market is growing year on year in Europe & Turkey

2. Goodyear has been at the forefront of the All Season segment, launching the first ever All Season tire back in 1977

3. Today, Goodyear’s Vector family offers:
   - Performance: excellent driving performance thanks to the latest tire design and technology
   - Peace of mind: safety and control in all weather conditions, across the seasons (vs. driving summer tires all year long)
   - Convenience: one set of tires all year round, saving time and money
Please address any questions you might have to our speaker panel:

• **Herman Vereecken**,  
  Manager Communication Strategy & Deployment  
  GIC*L and DDC*H

• **Eddy Geerdink**,  
  Director Marketing Execution Consumer Tires

• **Marc Roquefort**,  
  Marketing Product Manager Goodyear EMEA
Thank you.

All information is available on:

http://news.goodyear.eu/events/goodyear-all-season-event-october-10-11-2017