



# NEWS RELEASE

## GOODYEAR KICKS OFF THE 2023 DRIVE RESULTS EUROPEAN TOUR SHOWCASING ITS POWERFUL SUITE TO SUPPORT TRANSPORT FLEETS

### FOR IMMEDIATE RELEASE

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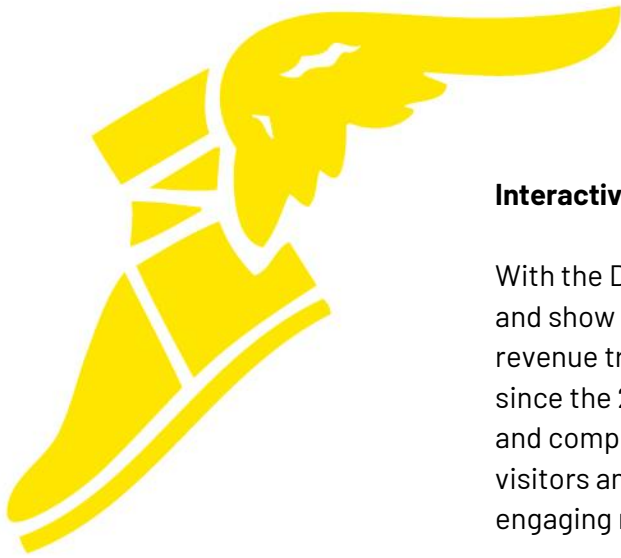
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- **Given tremendous success in the last year Goodyear once again exhibits its Goodyear Total Mobility and explains its business and sustainability support for fleet managers looking to enhance its operations**
- **Redesigned showroom truck will provide unique experience coming from Goodyear innovative tires, advanced mobility solutions and fleet management applications**
- **The tour will last eight months and visit 15 European countries**

Colmar-Berg, April 2023 – Goodyear is about to embark on an impressive commercial vehicle tour as the 2023 Drive Results tour visits 15 countries across Europe between April and November. The tour will take Goodyear’s new Drive Results showroom truck to a variety of European events, showcasing the full breadth of its Goodyear Total Mobility offering. Its end-to-end approach is designed to help fleets maximize efficiency, increase competitiveness and be more sustainable with Goodyear’s integrated products, services and mobility solutions offer.

### **Sustainability and cost efficiency will continue to drive the adoption of mobility solutions for fleets**

According to Goodyear’s latest Sustainable Reality Survey<sup>[1]</sup> conducted in 2022, fleets are continuing to recognize the importance of sustainable investments, with 41% of fleets saying that reducing operational costs was a significant factor when considering new solutions. This is an increase from 32% in the 2021 edition of the survey. On average, 41% of fleets see sustainability as an opportunity to lower operating costs. This is a 28% increase of the number reported in 2021. There is also evidence that fleets have become even more sensitive to costs in the current economic climate. Compared to 2021, the number of fleets asking for financial incentives rose by 4%. Investing wisely for maximum return on investment is true of all businesses and particularly important today.



## **Interactive showroom truck to experience Goodyear Total Mobility**

With the Drive Results Tour, Goodyear wants to address fleets challenges and show that effective sustainable solutions don't have to be complex revenue trade-offs. The interactive showroom has been completely updated since the 2022 tour, offering an even more immersive customer experience and comprehensive overview of Goodyear's products and solutions. To offer visitors an enhanced experience, the Drive Results showroom will include an engaging mix of physical and virtual features.

Visitors can experience not only the latest tires but all the mobility solutions like Goodyear TPMS, Goodyear CheckPoint or Goodyear DrivePoint. They are all connected with the modern web and mobile applications, powered with data processing, demonstrating Goodyear's expertise in supporting transport fleets in the future and demanding transport ecosystem.

Packed into a busy schedule, the tour will attend a wide variety of events, from the Goodyear FIA European Truck Racing Championship (ETRC) to exhibitions specializing in truck, fleet and logistical operations. The Drive Results Tour begins at Transport 2023 in Herning, Denmark on 20th April. It will then continue to several logistic-focused shows. After taking a prime spot at the first round of the Goodyear FIA ETRC season in Misano, Italy, it will continue its presence at all the races of this season[2].

Maciej Szymanski, Marketing Director Commercial Europe, Goodyear, commented: "Goodyear Total Mobility runs broader than just tires, as it is offering a tailored end-to-end solution that enhances fleet efficiency, competitiveness and support achieving sustainability goals. In what remains a challenging economic environment, fleets need to operate at the highest level. I am very happy that once again we will be able to present our solutions in one place through a specially designed showroom truck that provides an amazing experience to every visitor."

[1] [https://www.goodyear.eu/en\\_gb/truck/knowledge-centre/Sustainable-Reality.html](https://www.goodyear.eu/en_gb/truck/knowledge-centre/Sustainable-Reality.html)

[2] <https://www.goodyearfiaetrc.com/events>

### **About The Goodyear Tire & Rubber Company**

Goodyear is one of the world's largest tire companies. It employs about 72,000 people and manufactures its products in 57 facilities in 23 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 and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).