



## PRESS RELEASE

### New KMAX GEN-2 and FUELMAX GEN-2 Truck Tyre Ranges for Improved Mileage and Fuel Efficiency in all weather conditions

*Goodyear launches latest on-road truck tyre addition to Goodyear Total Mobility, a one stop value proposition for fleets*

**Brussels, May 16, 2019** – Goodyear is launching two flagship tyre ranges to cater to the evolving needs of on-road fleets. The new KMAX GEN-2 and FUELMAX GEN-2 truck tyres are the latest addition to Goodyear Total Mobility, a unique cradle-to-grave value proposition for fleets including a unique range of innovative products and solutions, supported by a professional service network.

Mileage and fuel efficiency are the key benefits of the new ranges for fleets operating in inter-regional and long-haul applications. In addition, they are especially developed to respond to the continuing demand for high mileage tyres, the need for increased levels of traction throughout the entire tyre life and in all weather conditions as well as the ability to cope with load variations. The new KMAX GEN-2 and FUELMAX GEN-2 ranges are replacing existing KMAX and FUELMAX products.

*“The KMAX and FUELMAX ranges were originally launched in 2013 to support fleets to lower their operating costs. The new generation of KMAX GEN-2 and FUELMAX GEN-2 tyres offer even more benefits in terms of fuel efficiency, connectivity and enhanced mileage in all weather conditions. Today we see the need for a more balanced performance in inter-regional and long-haul applications enabling a fluent and efficient daily operation. The new line up offers fleet owners the possibility to further decrease the Total Cost of Ownership.”* said David Anckaert, Vice President Commercial Europe for Goodyear.

Goodyear KMAX GEN-2 steer and drive tyres deliver premium-class mileage; enabling predominately regional fleets to optimise tyre life and overcome challenging road conditions. The overall benefits of the KMAX D GEN-2 range are up to 25% better all-weather capability, 15% more damage resistance and 5% higher fuel efficiency<sup>1</sup> while still maintaining the high mileage performance of its predecessor KMAX.

Goodyear FUELMAX GEN-2 steer and drive tyres deliver high fuel efficiency combined with enhanced mileage, traction and reduced noise emissions for fleets engaged in inter-regional and long haul operations. FUELMAX GEN-2 tyres provide up to 10% improved mileage, 30% all-weather capability and less noise<sup>1</sup>, but with the same high level of fuel efficiency as previous FUELMAX tyres.

<sup>1</sup>. Depending on size and type

<sup>2</sup>. Grades are not yet available for sizes under development

### **Increased connectivity via RFID**

Goodyear being a pioneer and addressing the latest digitalization trends, all new KMAX GEN-2 and FUELMAX GEN-2 tyres include radio frequency identification (RFID). The RFID tag is embedded inside the tyre to allow simple identification and connectivity to tyre management and tracking systems. It enables the connectivity of the tyre to communicate with a cloud-system on an individual serial number level resulting in an efficient tyre flow management. Additional benefit is theft prevention as these tyres can be easily traced.

### **3PMSF and lower CO2 emissions**

From a regulatory point of view, all new tyres are compliant with the stricter winter tyre legislation including the Three-Peak-Mountain-Snow-Flake (3PMSF) marking. Thanks to their best-in-class low rolling resistance the new KMAX GEN-2 and FUELMAX GEN-2 ranges also contribute to lower truck CO2 emissions and support meeting forthcoming challenging CO2 legal requirements.

### **KMAX GEN-2 Range – Key features and Benefits**

KMAX S GEN-2 tyres feature IntelliMax Rib Technology with Flexomatic sipes for precise handling and high mileage. Other benefits include short braking distances throughout tyre life, high mileage and fuel-saving low rolling resistance in all weather conditions. An optimised casing shape ensures regular tread wear and high mileage over full service life. The tread compound's chemical formulation and polymer network give low rolling resistance and optimised treadwear performance, ensuring fuel efficiency and high mileage.

KMAX S GEN-2 steer tyres achieve<sup>2</sup> EU Tyre Label Grades 'B' or 'C' for Fuel Efficiency, 'B' for Wet Grip and a single or twin wave for exterior noise level depending on size.

The KMAX D GEN-2 drive tyre has a dual tread compound developed for optimal mileage performance in particular. This combines two layers of specific rubber compounds - the top compound provides high abrasion resistance with the other offering low rolling resistance for high mileage combined with fuel efficiency. Improved casing protection and durability as well as dynamic stone ejection are also design benefits. The casings are further optimised for variations in payload, providing high mileage and regular wear in a wide range of applications and load conditions.

The directional tread design features sipes and large shoulder grooves to increase traction throughout the tyre life and extend the total service life of the tyre. Even at 75% worn, the new generation KMAX D GEN-2 tires have significantly more traction potential remaining than its predecessor the KMAX D.

KMAX D GEN-2 drive tyres achieve<sup>2</sup> EU Tyre Label Grades 'C' or 'D' for Fuel Efficiency, 'B' or 'C' for Wet Grip and a single wave for exterior noise level depending on size.

The Goodyear KMAX GEN-2 range comprises 9 sizes of the KMAX S GEN-2 steer tyre and 7 sizes of the KMAX D GEN-2 drive tyre.

<sup>1</sup>. Depending on size and type

<sup>2</sup>. Grades are not yet available for sizes under development

## FUELMAX GEN-2 Range – Key features and Benefits

The FUELMAX S GEN-2 steer tyre is developed for optimal mileage combined with enhanced traction. The Goodyear tread technology featured in this tyre is IntelliMax Rib Technology with Flexomatic sipes for precise handling, high mileage, short braking distances throughout tyre life and fuel-saving low rolling resistance in all weather conditions.

Other benefits are increased mileage through more wearable volume, better wet braking, better traction through clearly visible blading even when the tyre is 75% worn and even tread wear. The tread compound is formulated for fuel saving and high abrasion resistance.

FUELMAX S GEN-2 steer tyres achieve<sup>2</sup> EU Tyre Label Grades 'B' for Fuel Efficiency, 'B' or 'C' for Wet Grip and a single wave for exterior noise level depending on size.

The FUELMAX D GEN-2 drive tyres feature more and deeper sipes providing life-long traction in all weather conditions, good wet braking performance and Three-Peak-Mountain-Snowflake compliance. The tread incorporates fuel-saving IntelliMax Groove Technology with hidden raindrop shaped grooves, which stiffen the tread as the tyre rotates. The large shoulder grooves increase traction throughout the tyre life and extend the total service life of the tyre. The new tread design remains clearly visible even when the tyre is 75% worn. The new design and casing shape remain stable avoiding irregular wear and giving high mileage potential. The tread compound is also formulated for fuel saving and high abrasion resistance, low rolling resistance and tough treadwear resistance.

FUELMAX D GEN-2 drive tyres achieve<sup>2</sup> EU Tyre Label Grades 'B' for Fuel Efficiency, 'B' or 'C' for Wet Grip and a single wave for exterior noise level depending on size.

The FUELMAX GEN-2 range comprises 9 sizes of the FUELMAX S GEN-2 steer tyre and 7 for the FUELMAX D GEN-2 drive tyre with other sizes under development.

KMAX GEN-2 and FUELMAX GEN-2 for regional and long haul are part of Goodyear's On-Road product segment, also including the top-class fuel efficient FUELMAX PERFORMANCE Steer, Drive and Trailer tyres for long-haul applications.

### Following information is available on [news.goodyear.eu](https://news.goodyear.eu):

- KMAX GEN-2 and FUELMAX GEN-2 Factsheets including further technical specifications and sizes
- Goodyear Total Mobility Value Proposition Overview

---

## Contact

Kate Rock-Rees – Corporate Communications and PR Manager UK&I  
07831834800  
[kate\\_rock@goodyear.com](mailto:kate_rock@goodyear.com)

## About Goodyear

Goodyear is one of the world's largest tire companies. It employs about 64,000 people and manufactures its products in 47 facilities in 21 countries around the world. Its two Innovation Centres 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](https://www.goodyear.com/corporate) or visit [news.goodyear.eu](https://news.goodyear.eu).

<sup>1</sup> Depending on size and type

<sup>2</sup> Grades are not yet available for sizes under development