

NEWS RELEASE

GOODYEAR LAUNCHES KMAX GEN-3: NEW GENERATION OF MILEAGE FOCUSED TRUCK TIRES

Monday, 1st September 2025, Colmar-Berg: Goodyear announces the launch of the new-generation KMAX GEN-3 truck tire range, elevating one of its most bestselling products to the next level by building on the proven performance of the current generation.

The new range continues to deliver class-leading mileage compared to its predecessors with improved traction, while also offering up to 13% improved rolling resistance^[1] and being made with at least 40%^[2] sustainable materials – all while maintaining the durability fleets rely on. With a strong focus on reducing Total Cost of Ownership, using KMAX GEN-3 helps drive reduced operational costs, with potential yearly fuel saving of up to 1236€ per vehicle^[3].

With continued advancements in the tread compound and tire design, Goodyear's KMAX GEN-3 lineup brings a significant step forward in lowering rolling resistance while ensuring the highest mileage and performance within KMAX range. This allows more fleets to switch to fuel-efficient tires – without compromising on traction or durability.

The new Goodyear KMAX GEN-3 lineup includes the KMAX S GEN-3 for the steer axle, the KMAX D GEN-3 for the drive axle, and the KMAX T GEN-3 for the trailer axle.

Each tire in the range is designed to deliver exceptional mileage, now with improved efficiency compared to its predecessor thanks to reduced rolling resistance – supporting fleet performance across long haul, regional, and urban routes.

"With Goodyear KMAX GEN-3, we have taken a range known by our customers for its outstanding mileage and improved fuel efficiency without compromising performance, enabling our customers to confidently face their daily challenges," said Xavier Fraipont, Vice President Commercial PBU EMEA at Goodyear. "By combining innovative tread compounds, EV readiness, and digital traceability, this range helps our fleet customers reduce further operating costs while moving toward more sustainable transport solutions."

FOR IMMEDIATE RELEASE

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Innovation driving efficiency

All Goodyear KMAX GEN-3 tires include:

- Ecoready Technology: Tires made with more than 40% sustainable materials^[4] are marked with the ECOREADY TECHNOLOGY logo^[5]. The KMAX GEN-3 tires include Rice Husk Ash Silica (RHAS), with its sustainable content attributed through the Mass Balance approach^[6].
- RFID Tags: Integrated RFID chips allow precise digital tire identification, simplifying connectivity with fleet tire management and tracking systems.

Steer and Drive tires from the new lineup feature full silica tread cap compound, which helps long-term durability by increasing resistance to abrasion and maintaining a low running temperature contributing to lower rolling resistance and then fuel consumption.

The steer and drive tires in the range are also Electric Drive Ready, making them suitable for diesel, hybrid, and electric vehicles. With enhanced load capacity and higher tread stiffness, the tires are optimized to handle the added weight and torque of EVs, while supporting extended battery autonomy through lower rolling resistance.

Introducing KMAX GEN-3 range further enhances the versatility of Goodyear's truck tire portfolio, making it suitable for an even wider spectrum of applications and operational challenges. It reflects Goodyear's continued commitment to staying close to its customers and offering a comprehensive, future-ready product range that meets the evolving needs of modern fleets.

"By helping to reduce total cost of ownership, Goodyear KMAX GEN-3 exemplifies our continuous commitment to evolving premium products that meet real-world fleet needs – delivering proven mileage performance with up to 13% improved rolling resistance supporting measurable fuel savings and helping to possibly reduce CO₂ emissions for fleet operators" – adds Maciej Szymański, Marketing Director Commercial PBU EMEA at Goodyear.

To explore the full KMAX GEN-3 range, including available sizes and detailed benefits, visit https://www.goodyear.eu/en_gb/truck/knowledge-centre/kmax-gen-3.html

^[1] in comparison to predecessor, based on internal Goodyear data

^[2] Except for the 445/65R22.5 size, due to its light mixed-service application requiring a specific compound.

^[3] Savings per vehicles combination (tractor+semi-trailer), based on internal Goodyear calculation considering official rolling resistance values of KMAX GEN-3 vs. KMAX GEN-2 tyres. Average fuel consumption 27l/100km, fuel price 1.6€ / liter, average mileage 100,000 km/year. Actual savings may vary based on including, but not limited to vehicle condition and maintenance, traffic conditions, driver behaviour and other factors.

^[4] Goodyear defines a sustainable material as bio-based (originating from biological sources); renewable (composed of replenishable biomass); or recycled (reprocessed from reclaimed materials) material as defined in ISO 14021; or one produced using or contributing to other practices designed to promote resource conservation and/or emissions reductions.



[5] All KMAX T GEN-3 trailer tires are stamped with the ECOREADY logo and one leaf, except for the 445/65R22.5 size, due to its light mixed-service application requiring a specific compound.

[6] Goodyear applies the ISCC PLUS sustainability certification system and mass-balance approach to support transparency and accountability in tracking the sustainable materials throughout the supply chain.

About The Goodyear Tire & Rubber Company

Goodyear is one of the largest tire companies in the world. The company employs around 68,000 people and manufactures tires in more than 53 plants in 20 countries around the world. Its two innovation centres in Akron, Ohio, and Colmar-Berg, Luxembourg, develop innovative products and services that set the industry standard for technology and performance. For more information about Goodyear and its products, visit www.goodyear.com/corporate.