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THE FUTURE IS IN US: GOODYEAR'S GUIDE TO MONDIAL DE L'AUTO PARIS 2026

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Design excellence through standout concept and production vehicles featuring Goodyear tires at Mondial de l'Auto Paris 2026

For more than a century, Goodyear has helped shape the way vehicles look, perform and connect with drivers. From iconic production tire designs to award-winning concept innovations[1], Goodyear's Advanced Design Studio (Colmar-Berg) collaborates with leading automotive manufacturers to create tire solutions that complement vehicle design, enhance brand identity and support visions for future mobility. At Mondial de l'Auto Paris 2026, running from October 12-18 at Paris Expo Porte de Versailles, Goodyear's design expertise is once again on display through a collection of forward-looking concept and production vehicles that showcase the integral role tires play in automotive design.

"Concept vehicles require customized tire designs that become an essential part of the vehicle's visual identity and support the car designer's vision communicating everything from heritage and performance to sustainability and future mobility," said Sebastien Fontaine, Lead Designer, Advanced Design Studio, Goodyear Innovation Center Luxembourg. "Through close collaboration with OEM design teams, we create unique solutions that allow Goodyear to support automakers from the earliest stages of concept development through public reveal, using advanced laser-carving technologies, customized sidewall treatments and premium production tire platforms."

Standout Examples from Mondial de l'Auto Paris 2026

Two completely new concept vehicles, unveiled at Mondial de l'Auto Paris 2026, highlight the partnership between Goodyear's Advanced Design Studio and OEM designers:

Opel STX Concept: Visionary Study Shows Estate Design of Tomorrow

Among the amazing vehicles in Opel's booth at the 'Mondial de l'Auto' is the Goodyear-equipped Opel Sports Tourer eXperimental Concept, which symbolises the next stage of Opel's design philosophy, a bold vision of the electric estate of tomorrow. Starting off with a bold "Opel Vizor" face, the prominent look is accented by strong lighting signatures, as is the rear fascia. The side view is distinct, with a fluid, modern, technical side surfacing with extendable diffuser elements and alloy wheels in a three-zone design, finished off by a customized tire selection based on the popular Goodyear Eagle F1 Asymmetric design. Sized at 285/35R22, Goodyear's design team tailored the tire's appearance to complement the concept's athletic stance and

dramatic proportions. The design extends visual cues from the rim onto the tire sidewall, helping the wheel appear even larger, while contrasting textured elements echo details of the rim itself.

For more information about the Opel STX Concept, [please CLICK HERE](#).

Peugeot RCZ Vision: An Emotional Forward-Thinking Concept

Debuting at the show is Peugeot's latest expression of "Feline Future" design language with the PEUGEOT RCZ Vision concept. It is inspired by the iconic RCZ Coupé (2009–2015): elegant, simple, and emotive. PEUGEOT RCZ Vision embodies a distinctly feline stance, leaning slightly forward, ready to pounce, with strongly defined shoulders and a new light signature featuring three horizontal claws at the front and rear.

With its advanced electric architecture, featuring a solid-state battery, Peugeot "X-by-Wire" technologies and 500 horsepower are put down through 21-inch front and 22-inch rear forged-aluminium wheels with tires based on the premium Goodyear Eagle F1 SuperSport, sized 255/35R21 (front) and 295/30R22 (rear). For those tires, the Goodyear design team created a bespoke sidewall treatment that visually connects the tire to the wheel, reinforces the coupe's wide stance, and prominently displays both the Goodyear brand and Eagle naming. For more information about the **PEUGEOT RCZ Vision concept**, [please CLICK HERE](#).

Goodyear's presence on popular production cars at Mondial de l'Auto Paris'

Across Mondial de l'Auto Paris, a wide range of production vehicles are equipped with Goodyear tires. From utility and sports vehicles to off-road models, EVs and petrol-powered cars, Goodyear provides tires developed to deliver efficiency, grip and durability, helping enhance each vehicle's capabilities. See highlights from manufacturers including Audi, Mercedes-Benz, Jeep, DS, Volkswagen, Lancia, Fiat, Renault and more by following @goodyear on X, Facebook, Instagram, TikTok, YouTube, and Threads.

A Long Heritage of Concept Vehicle Design

Goodyear's presence on concept vehicles extends well beyond today's show floor. For decades, Goodyear has collaborated with automotive manufacturers to bring visionary vehicle concepts to life through innovative tire designs and custom OE partnerships.

Notable milestones include the **Wingfoot Concept** unveiled at the Geneva Motor Show in 2013, followed by the **BH-03 Concept**, unveiled at the Geneva Motor Show in 2015, which introduced new ideas around energy generation and intelligent mobility.

In 2016, Goodyear unveiled the groundbreaking **Eagle-360 Concept** featuring a spherical tire design that challenged conventional thinking about autonomous mobility. The concept was recognized as one of *TIME Magazine's* "Best Inventions of 2016" and later earned several prestigious design awards.¹

Subsequent concepts, including **IntelliGrip**, **Eagle-360 Urban**, **Oxygene**, **Aero** and **reCharge** explored themes including artificial intelligence, autonomous transportation, sustainable materials, flying mobility concepts and renewable tire technologies. Several of these programs earned international design and innovation awards,¹ demonstrating Goodyear's ability to combine technical expertise with forward-thinking industrial design.



More recent collaborations have seen Goodyear work directly with OEMs on vehicles such as the **Citroën Skate Concept**, **Citroën Oli**, **Toyota Aygo X Prologue**, **Lancia PU+RA HPE**, **Opel Experimental** and **Peugeot Polygon**.

[1] Goodyear concept tire recognitions include: Eagle-360 — TIME Best Inventions 2016; Oxygene — Auto Moto Innovation Award "Golden Award" (Car Supplier), AutomotiveINNOVATIONS Award 2019, "Best Green Concept" (The Tire Cologne 2018); Aero — MUSE Creative Award 2019; reCharge — 2020 Innovator of the Year NetEase & ECI Awards and Automobile Awards Technology Innovation Award 2020/2021; Eagle GO — Automobile Awards 2022 Technology Innovation Award.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 60,000 people and manufactures its products in 49 facilities in 19 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.

