



NEWS RELEASE

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365 DAYS OF CONFIDENCE: GOODYEAR'S ALL-SEASON PORTFOLIO KEEPS DRIVERS MOVING

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Goodyear continues to bring year-round confidence to drivers with its all season portfolio

The Goodyear Vector All Season 4, [launched](#) at the end of April 2026, extends Goodyear's all-weather tire offering across a broader range of European vehicles, including premium models and electric vehicles (EVs). Designed for drivers seeking one tire solution for year-round mobility, the Vector All Season 4 takes Goodyear's nearly 50 years of experience in All Season tires to a whole new level. At the heart of Vector All Season 4 is Goodyear's new [WeatherReady Technology™](#), an engineering foundation designed to support consistent performance across changing weather conditions.

Goodyear's Vector All Season 4 continues to impress

Already the Vector All Season 4 tire is showing its mettle at All Season tests receiving the "Test Winner" title in the latest Tyre Reviews all season test^[i]. In the latest Auto Bild allrad all-season test^[ii], the Vector All Season 4 tires also took first place as "Test Winner", as the publication spotlighted the tire's exemplary performance in snow traction and second place in snow handling, dry handling and rolling resistance.

In markets where the climate, road conditions and local regulations make all-weather tires a suitable option, the Goodyear Vector All Season 4 is a premium all-weather tire suitable for drivers who wish to be prepared for changing dry, wet and milder winter conditions throughout the year, while reducing the practical burden associated with seasonal tire changes, including workshop visits, planning, and off-season tire storage.

An Uptake in Choosing a Tire for All Seasons

Historically, the all-weather tire was primarily associated with smaller vehicles and urban mobility. Today, thanks to Goodyear's expanded all-weather portfolio, this is no longer the main differentiator. Engineered to provide balanced performance across dry, wet and winter conditions, and coverage now extending up to 23-inch rim diameters, the Vector All Season 4 unlocks premium, year-round capability and convenience for vehicle segments that until now had no all-season solution available.

The tire industry has witnessed a remarkable surge in the demand for all-weather tires in recent years. This reflects both a growth in all-weather demand and an evolving vehicle car park^[iii]. All-weather tires can be a

suitable option for some drivers who primarily travel on urban and other regularly cleared roads and experience a mix of dry, wet and milder winter conditions throughout the year.

Looking ahead, based on Goodyear's estimates, the European all-weather tire market is projected to grow in a range of ~20–30% over the period from 2026 to 2031 [\[iv\]](#).

Choosing the right tire for dynamic European road conditions

As always, the most appropriate tire choice depends on factors such as local climate, the weather and road conditions drivers typically encounter, vehicle requirements, driving habits, convenience preferences and applicable local regulations. Drivers who regularly encounter severe winter conditions, deep snow or roads that are not routinely cleared may require dedicated winter tires. For drivers seeking year-round mobility in markets where all-season tires are an appropriate option, the Goodyear Vector All Season 4 offers balanced performance across dry, wet and winter conditions. To ensure fitment, seasonal suitability and get an accurate understanding of tire conditions, Goodyear suggests that drivers seek advice from authorized retailers.

Goodyear's all-season portfolio delivers broader coverage across vehicle segments

The Goodyear Vector All Season 4 complements Goodyear's existing all-weather range, including the Goodyear Vector 4Seasons Gen-3. In 2024, the Vector 4Seasons Gen-3 became the first all-season tire ever to receive ADAC's overall "Good" rating, highlighting Goodyear's expertise in all-season tire development [\[v\]](#).

Within the portfolio Vector 4Seasons Gen-3 remains particularly well suited to smaller cars, with a majority of its SKUs covering 16" and below. It combines strong wet and snow performance with efficiency. Vector All Season 4 broadens the offering further, addressing the higher performance demands of larger vehicles across dry, wet and snow conditions.

Nearly 50 years of Goodyear all-weather tire innovation

Goodyear has been developing all-weather tire technology since 1977, when it introduced the Goodyear Tiempo, described by the company as the world's first all-weather tire.

The evolution of the Vector range reflects Goodyear's continued focus on year-round mobility, tire design, construction and material technologies. As Goodyear approaches the 50th anniversary of its all-weather technology in 2027, the company continues to push the boundaries of all-weather tire development for changing European driving conditions.

[\[i\] The BEST All Season Tyres For 2026/27 - Tyre reviews and ratings](#)

[\[ii\] Ganzjahresreifen-Test 2026: die besten Reifen - AUTO BILD](#)

[\[iii\] Tyres Europe Quarterly Update Q4 & Full Year 2025: <https://tyreseurope.org/wp-content/uploads/2026/02/Tyres-Europe-Quarterly-Update-2025-Q4-1.1.pdf>](#)

[iv] Internal Goodyear estimate based on historic tire industry data including Tyres Europe Quarterly Updates

[v] [ADAC tire test 25 June 2024](#). All-weather tires. Size tested: 205/55R16. Test vehicle: Volkswagen Golf.

Frequently asked questions

What is the Goodyear Vector All Season 4?

The Goodyear Vector All Season 4 is a premium all-weather tire and the newest addition Goodyear's all-weather range, designed for balanced performance in dry, wet and winter conditions. It is intended for year-round use where all-weather tires are appropriate for local conditions and driver needs.

Who is the Goodyear Vector All Season 4 designed for?

It is designed for drivers who experience changing weather throughout the year and want to use one tire instead of changing between summer and winter tires. It is available in sizes for rim diameters ranging from 16 to 23 inches, covering a wide range of vehicles, including premium models and electric vehicles.

Are all-weather tires suitable for every driver?

No. Tire suitability depends on local climate, road conditions, vehicle type and driving habits. All-weather tires may suit drivers who mainly use urban or regularly cleared roads and experience dry, wet and milder winter conditions. Drivers who regularly drive in severe winter conditions may require dedicated winter tires.

Are the Goodyear all-weather tires approved for winter?

The Goodyear Vector All Season 4 and Goodyear Vector 4Seasons Gen-3 carry the Three-Peak Mountain Snowflake (3PMSF) symbol, which indicates that the tire has met recognized snow-performance testing requirements and is approved for winter use in Europe.

How long has Goodyear developed all-weather tires?

Goodyear introduced the Goodyear Tiempo in 1977. The company is approaching the 50th anniversary of that launch in 2027.

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.

