

NEWS RELEASE

COOPER TIRES TO PLAY KEY ROLE FOR GOODYEAR IN EMEA

Thursday, 2nd October 2025, Colmar-Berg: The Goodyear Tire & Rubber Company today announced a strategic evolution in its EMEA consumer brand portfolio, positioning Cooper Tires as its sole second-tier brand. This move reflects Goodyear's commitment to delivering a comprehensive and competitive offering across all consumer market segments, while building on the consistency, proven durability, and heritage that have long defined Cooper.

Founded in 1914, Cooper Tires has built more than a century of trust with drivers worldwide. Known for producing dependable tires that deliver on their promise—from rugged all-terrain products to everyday on-road performance—Cooper has consistently earned loyalty by standing up to the toughest driving conditions. This track record of reliability and performance is the foundation for Cooper Tires to now take on a more prominent role in Goodyear's strategy in EMEA.

"Cooper Tires has long been known for its strength in the 4x4 and off-road segments in EMEA, and we're excited to build on that foundation," said Jan-Piet van Kesteren, Managing Director EMEA & Chief Sales Officer EMEA Consumer. "We are amplifying that success by offering Cooper customers a distinctive value proposition in EMEA, combining heritage, durability, and a renewed focus on market-specific needs."

This evolution comes as Goodyear continues to refine its portfolio for long-term growth, ensuring every driver can find the right product to meet their needs—whether premium, value, or budget. Cooper's broadened role underscores Goodyear's commitment to ensuring each brand plays to its strengths and delivers real performance without compromise.

"Our portfolio is built on proven performance," added van Kesteren. "With Goodyear prominent in the premium space and Cooper Tires continuing to demonstrate consistent quality and durability, we are confident in our ability to deliver the right products, at the right time, to the right markets across our region."

Goodyear continues to work closely with its network of distributors and retailers to maximize growth and deliver performance-driven solutions. This announcement highlights the company's focus on innovation, customer trust, and building on the heritage of its most reliable brands.

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 centers 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.

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- > **GLOBAL HEADQUARTERS:**
200 INNOVATION WAY,
AKRON, OHIO 44316-0001
- > **MEDIA WEBSITE:**
WWW.GOODYEARNEWSROOM.COM
- > **CONTACT:**
Christelle Hirth
+352 691 45 14 96
christelle_hirth@goodyear.com