

# NEWS RELEASE

## GOODYEAR ANNOUNCES OFFICIAL OPENING OF NEW SIMULATION CENTER IN LUXEMBOURG TO ENHANCE TIRE DEVELOPMENT PROCESS

**Tuesday 26<sup>th</sup> March 2024, Colmar-Berg:** The Goodyear Tire & Rubber Company today officially opened its Simulation Center in Luxembourg to welcome a new era for tire design development.

The Center will host a VI-Grade DiM250 DYNAMIC Driving Simulator, designed to enhance Goodyear's collaboration with OEMs and support elite tire performance through personalised product development.

Using virtual tire development process, Goodyear's team can use the Simulation Center to test a virtual concept tire for a car model that does not yet exist. This allows for speedier production and ensures that tire modifications can be made in the manufacturing process to suit the vehicle's needs.

Romain Hansen, Vice President EMEA Product Development at Goodyear, says, *"The opening of our industry leading Simulation Center in Luxembourg displays Goodyear's commitment to investing in and shaping the future of mobility. Our virtual tire development team has run numerous projects to date with the leading OEMs from Europe, the US and China,"* said Hansen. *"Once the automotive engineers experience our virtual development process, they acknowledge both the potential business and possible sustainability impacts."*

The official opening ceremony took place in the presence of Lex Delles, Minister of the Economy, SME, Energy and Tourism and Mandy Arendt, Mayor of Colmar-Berg.

Lex Delles, Minister of the Economy, SME, Energy and Tourism commented: *"With this innovative project, Goodyear is once again demonstrating that innovation is part of its DNA and that the group is resolutely committed to the path of digitalisation and decarbonisation. I am delighted that Luxembourg has been chosen as the site in Europe for the expansion of this project, which was initially launched in the USA, as it fits perfectly with our vision of making Luxembourg an internationally recognised platform for sustainable industrial excellence, thanks to innovative digital solutions."*

### FOR IMMEDIATE RELEASE

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### **Goodyear's vision for tire development**

The Simulation Center further cements Goodyear long-standing commitment to safety, wellness, and sustainability. The use of simulated driving allows for fewer physical tires to be produced and a speedier manufacturing process will also enable Goodyear to achieve first to approval for all development tires with only one physical iteration.

In fact, based on Goodyear calculations, the ability to develop one physical iteration will save an average of 13,000 tires and 97,500km of physical tire testing<sup>1</sup>.

The expansion follows the launch of the inaugural center in Akron, Ohio in 2021.

Following a successful first project with Maserati to produce bespoke tires for the Gran Turismo 2023, the Simulation Center is supporting Goodyear on developing tailormade tires for OEMs across the world.

### **About The Goodyear Tire & Rubber Company**

Goodyear is one of the world's largest tire companies. It employs about 71,000 people and manufactures its products in 55 facilities in 22 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](http://www.goodyear.com/corporate).