



NEWS RELEASE

GOODYEAR WINS AWARD FOR OPTIMIZATION OF ULTRA-HIGH PERFORMANCE DEVELOPMENT PROCESS

Colmar-Berg, November 24, 2022 – The Goodyear Tire & Rubber Company is the 2022 winner of the Innovation Award, in the category “Process,” presented by FEDIL, the Luxembourgish multisectoral business federation.

FOR IMMEDIATE RELEASE

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In this category, Goodyear was recognized for optimizing its Ultra-High-Performance (UHP) development process by combining different techniques and disciplines through a statistical model, extending current capabilities.

More than 50 performance criteria must be considered when developing a tire with improved performance, with each design combination influencing the final product. Most of these criteria are antagonistic, for example maximizing wet performance and minimizing rolling resistance. This approach enables streamlined development of new material concepts and uses all the parameters of tire design to simulate overall product performance, namely the characteristics of the tread rubber, the dimensions of the curing molds and the way the elements are arranged in the model.

“This new process is a major step on our journey towards digital and sustainable development. Through this combination of multifactor optimization and state-of-the-art virtual tools, we better understand the interactions between components and proven performance. Applied for the first time in our summer Ultra-High-Performance segment, this innovative process delivered both development efficiencies and magazine-winning performance,” said Xavier Fraipont, Goodyear’s Vice President for Product Development in Europe, Middle East and Africa.

The Goodyear Eagle F1 Asymmetric 6, an Ultra-High-Performance passenger tire, was developed following Goodyear’s new process. This resulted in many performance improvements such as dry performance, wet braking, wet handling and electric vehicle suitability.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 72,000 people and manufactures its products in 55 facilities in 23 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