

PRESS RELEASE

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MADE TO FEEL GOOD.

Goodyear supports safer winter driving for SUVs

- Goodyear equips Europe's growing SUV car segment with winter tires
- SUV drivers have an extra reason to feel safer: Goodyear's UltraGrip Performance SUV Gen-1 winter tire delivers shorter braking distances on dry, wet and icy roads.¹

SUVs are on the rise in Europe

The SUV and 4x4 car production has increased sharply in EMEA since 2012² and is expected to grow steadily in the coming years. According to the Motoring Research, SUVs are Europe's most popular car class and data from Jato³ revealed that the number of SUVs sold has increased by 24% last year, making them the best-selling car segment in Europe for the first time. *"There are a couple of reasons for this boom: lower cost, lower fuel prices, versatility of the car and high maneuverability. But mainly, the reason more and more people are buying SUVs is simply a matter of style, especially with many brands revealing new models"*, says Martijn de Jonge, Brand Director Consumer PBU EMEA.

45 years of excellence in winter tires

In response to this boom, Goodyear launches a new tire aimed at SUVs: the UltraGrip Performance SUV Gen-1, the newest member of the UltraGrip winter tire family. With the launch of this tire, Goodyear anticipates to fulfill the growing demand of SUV tires. Since the launch of Goodyear's first UltraGrip tire in 1971, engineers have continuously been improving its technology and innovation, which made Goodyear one of the leaders in the winter tire market over the last 45 years.

¹ Compared to the average performance of 3 latest designs for main competitors for Winter SUV HP segment. Tested by TÜV SÜD Product Service GmbH in Feb – Mar 2016 by order of Goodyear Dunlop. New Winter HP SUV, Tire Size: 235/65 R17; Test Car: Audi Q5; Test Locations: Mireval (F), Saariselkä (FIN); Report No. 713074748 -02.

² Global Insights / IHS EMEA 2015. SUV / 4x4 Production and Car Park Evolution EMEA 2012 – 2022.

³ <http://www.jato.com/wp-content/uploads/2016/02/Europe-by-Segments-Release-FY2015.pdf>

Delivering enhanced grip

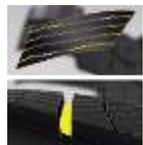
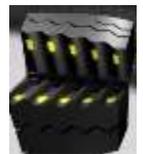
Due to their size, SUV's increase the drivers' confidence and make them often feel much safer in their bigger vehicles, giving them the false impression that they don't need winter tires. However, it is even more important for SUV's to be equipped with appropriate tires in winter conditions.

These vehicles are heavier and their center of gravity is higher than that of passenger cars. As a consequence, forces exerted on the tire are stronger, making braking and handling more challenging. A paradox that Goodyear now has solved.

Martijn de Jonge, Brand Director Consumer PBU EMEA: *"We leveraged both our experience in SUV tires and our top-notch winter tire technologies to introduce a SUV tire in our award-winning UltraGrip Performance range. Thanks to its modified design, the UltraGrip Performance SUV Gen-1 delivers enhanced⁴ grip and helps contribute to safer driving on wintry roads."*

Main technologies and features of the UltraGrip Performance SUV Gen-1

- The interlocking sipes and tread design from the **3D Block Interlocking System (BIS)** provide a better balance between dry handling and snow performance.
- Additionally, the SUV-**optimized sipe and block arrangements**, now angled instead of being entirely straight, improve grip, enhanced braking and traction on snow and icy roads.
- With the **ActiveGrip technology**, the optimal road contact patch with a larger footprint or width enhances grip and braking performance. Having more rubber on the road means more surface contact, which improves stability.
- And finally the **tread optimal performance (TOP) indicator** alerts and allows the driver to change tires at the correct interval to ensure optimal winter performance.



⁴ Compared to predecessor Goodyear Ultragrip +SUV

Goodyear's UltraGrip once more TÜV's performance leader

The UltraGrip family has been lauded over and over in tests conducted by renowned automotive and test magazines and independently run tests. Reiterating the success of the UltraGrip family in tire tests, Goodyear's UltraGrip Performance SUV Gen-1 excelled during TÜV tests⁵ for braking on wet, dry, icy and snowy roads.



The test results demonstrated the following performances:

- 1.9 meters shorter braking distance on wet roads (7% better performance);
- 2.3 meters shorter braking distance on dry roads (5% better performance);
- 4% better braking performance on icy roads;
- 2% better braking performance on snowy roads, representing the second best snow braking performance of the tires tested.

Practical information

Goodyear's UltraGrip Performance SUV Gen-1 is available in sixteen sizes. The table below provides examples of general vehicle fitment.

Tire size	Examples of general vehicle fitment
235/55R19 105V XL (New SKU)	Land Rover Discovery Sport, Land Rover Evoque, Range Rover
235/60R17 102H (New SKU)	Jeep Cherokee, Opel Antara
235/65R17 108H XL	Range Rover Sport, Porsche Cayenne, Volkswagen Touareg
215/60R17 96H	Audi Q3, Jeep Renegade, Renault Kadjar, BMW X3, Jeep Patriot, Nissan X-Trail, Volkswagen Tiguan
215/70R16 100T	Opel Antara
225/60R17 103V XL (New SKU)	Lexus RX, BMW X1, BMW X3, BMW X4
225/65R17 102H	Audi Q5, Nissan X-Trail, Toyota RAV4, Lexus NX
235/60R18 107H XL	Audi Q7, Land Rover Discovery Sport, Porsche Cayenne, Volkswagen Touareg
255/50R19 107V XL	BMW X5, BMW X6, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
255/55R18 109H XL	BMW X5, Land Rover Discovery, Volkswagen Touareg, Mercedes-Benz G Class

⁵ Compared to the average performance of 3 latest designs for main competitors for Winter SUV HP segment. Tested by TÜV SÜD Product Service GmbH in Feb – Mar 2016 by order of Goodyear Dunlop. New Winter HP SUV, Tire Size: 235/65 R17; Test Car: Audi Q5; Test Locations: Mireval (F), Saariselkä (FIN); Report No. 713074748 -02.

255/55R19 111V XL	Land Rover Discovery 4, Range Rover
275/40R20 106V XL	Porsche Cayenne, Porsche Cayenne Turbo
275/45R20 110V XL (New SKU)	Audi Q7, Mercedes-Benz GL, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
275/45R21 110V XL (New SKU)	Range Rover
235/65R17 104H (New SKU)	Audi Q5, BMW X5, Jeep Grand Cherokee, Jeep Cherokee, Jeep Commander
255/55R18 109V XL (New SKU)	Audi Q7, BMW X5, Range Rover Sport, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg

About Goodyear

Goodyear is one of the world's largest tire companies. It employs approximately 66,000 people and manufactures its products in 49 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 or its products, go to www.goodyear.eu.

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