



Press Release

## Goodyear Launches New End-to-End Fleet Offer, Goodyear Total Mobility

*A tailored approach to address the latest industry trends and key challenges of fleets, today and tomorrow*

Goodyear today announced a new end-to-end fleet offering that brings together its full range of premium commercial truck tires, its suite of data-driven monitoring and predictive analytics solutions, and more than 2,000 service locations across Europe into what it calls Goodyear Total Mobility.

Goodyear Total Mobility features thousands of possible combinations to develop tailor-made solutions for every fleet customer, including the right tires for the application, smart technologies to simplify their daily operations, and a full-service network to keep their trucks up and running.

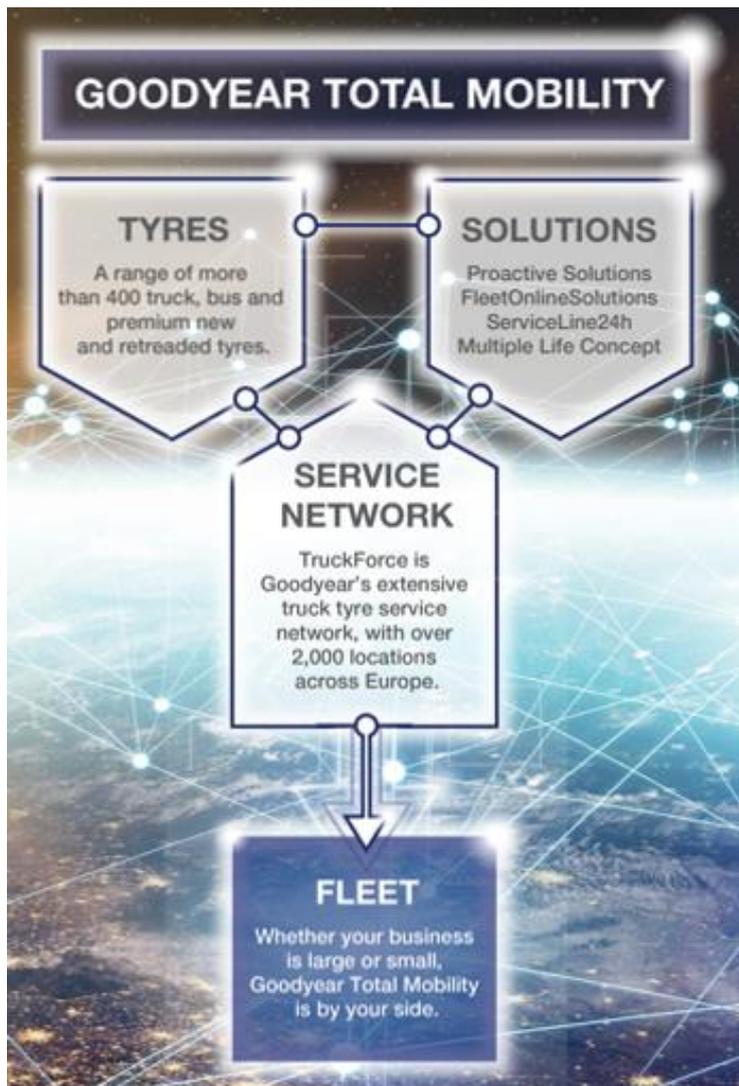
“Every fleet is unique, so we work side-by-side with our customers to cater to their specific needs, challenges and situations depending on the size of their fleet, field of operations and current and future business objectives,” said David Anckaert, Vice President Commercial Europe for Goodyear. “Whether the fleet is large or small, we help operators get the most out of their assets to stay ahead of the game.”

Within the total cost of ownership of a long-haul truck, tires represent only 3% of the acquisition cost; however, they have a much larger impact on operational costs, such as fuel economy, uptime, lower fleet maintenance costs and driver retention.

Goodyear Total Mobility provides a toolbox to simplify daily operations, maximize up-time, and minimize total ownership cost, including:

- innovative premium tires for fuel efficiency and enhanced mileage
- a unique toolbox of smart technologies and predictive tire monitoring systems (G-Predict) to increase uptime as well as user-friendly tire management solutions to decrease the cost per mile
- over 2,000 TruckForce service network locations providing a 24/7 road assistance breakdown service.

“As the digital economy drives demand for faster, more reliable and lower cost delivery options from the transport and logistics sectors,” said Anckaert, “we are focused on enabling fleet operators to deploy smart technologies and integrated solutions to simplify their daily operations from the ground up.”



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**About Goodyear**

Goodyear is one of the world's largest tyre companies. It employs about 64,000 people and manufactures its products in 47 facilities in 21 countries around the world. Its two Innovation Centres 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) or visit [news.goodyear.eu](http://news.goodyear.eu).