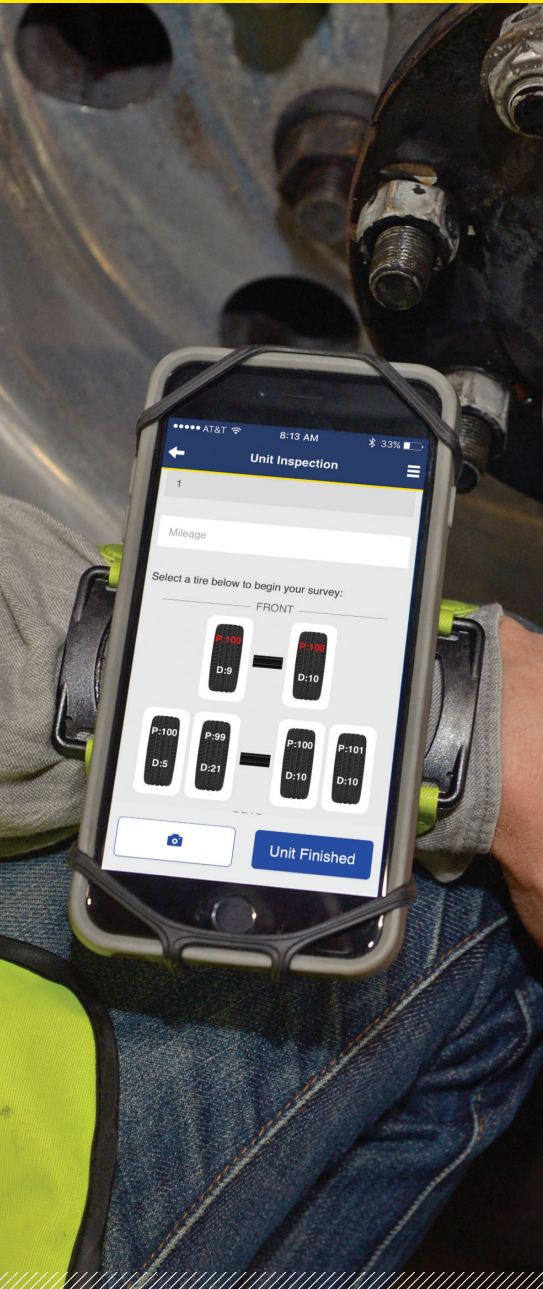


# WHY GOODYEAR<sup>®</sup>

IS THE ONLY BRAND YOUR BUSINESS NEEDS



**GOODYEAR**  
MORE DRIVEN.





# COUNT ON THE GLOBALLY TRUSTED LEADER

Goodyear® is one of the best-known tire brands in the industry, and it's more than just an iconic name. It's a brand that stands for reliability, integrity and innovation — a brand that continues to earn the trust of customers again and again.

## LEADERS IN INNOVATION

Goodyear's broad experience drives progress across a variety of applications, including consumer, commercial, off-the-road (OTR), aviation and racing tires.

**119+**  
YEARS

of continual  
innovation

**90+**  
YEARS

of driving  
retread quality

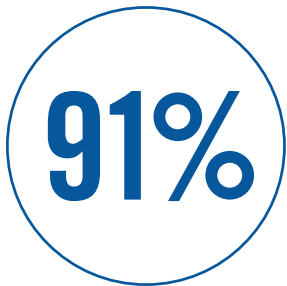
**2,600+**  
ENGINEERS &  
SCIENTISTS

around the globe

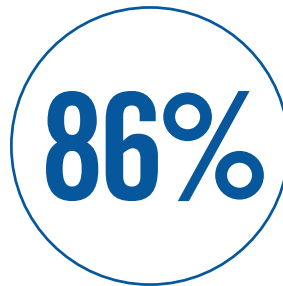
**37**  
MANUFACTURING  
PLANTS

with offices in almost  
every country

# PREFERRED BY FLEETS LIKE YOURS



of fleet customers are satisfied with Goodyear\*



of fleet customers would recommend Goodyear tires\*

## MORE REASONS TO CHOOSE GOODYEAR

**2,300+** Commercial Tire & Service Network locations from coast to coast

Goodyear requires service technicians to be **Tire Industry Association-certified**

**24/7** roadside service available nationwide

**2-hour target** roll time for roadside service

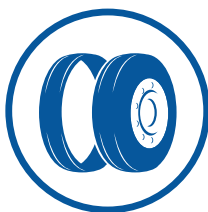
Experience making tires for **challenging conditions such as NASCAR®** helps Goodyear make tires for grueling commercial and off-the-road applications

Real-world and simulated testing helps ensure a high standard of product performance

**#1** in brand awareness\*\* — a sign of widespread trust

## OFFERING TOTAL MOBILITY

Every fleet wants to lower its operating costs and Goodyear helps make that easier with Total Mobility. Whether you are trying to get the most miles per gallon from your tires, looking to reduce downtime or anything in between, Goodyear has the trusted products, premier service network and tire management solutions for your operation.



### TRUSTED PRODUCTS

Innovative products for any fleet application

Features innovative technologies like DuraSeal™, Fuel Max® and UniCircle®



### NATIONWIDE DEALER NETWORK

2,300+ locations throughout North America ready to help your fleet

Consistent, efficient service with every visit



### COMPLETE TIRE MANAGEMENT

Real-time tire monitoring, intelligent analysis and customized reporting

All in the name of optimizing your fleet, your budget and your time

\*2013 Lieberman Research Worldwide Brand Health Study. | \*\*Source: 2017 IPSOS U.S. Consumer Brand Health Tracker, Total Unaided Awareness of Tier 1 Brands. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.





# DRIVE FLEET SAVINGS WITH TRUSTED TIRES AND RETREADS

Goodyear® offers a broad selection of innovative tires and retreads to help improve efficiency for commercial and off-the-road fleets of a wide variety of sizes and applications.

## COMMERCIAL APPLICATIONS



Long Haul



Regional



Urban



Mixed Service

## COMMERCIAL INNOVATIONS



**DURASEAL TECHNOLOGY®**  
Instantly seals tread punctures\* to reduce downtime



**FUEL MAX® TECHNOLOGY**  
Helps save money at the pump



**UNICIRCLE® RETREADS**  
Offer long miles to removal

## OFF-THE-ROAD APPLICATIONS



Large Haulage



Construction And Quarry



Industrial Handling And Port



Underground Mining

## OFF-THE-ROAD INNOVATIONS

**MAXWORK CASING COMPONENTS**  
Promotes cool running so vehicles can run faster and longer

**DURAWALL® TECHNOLOGY**  
Enhances lateral stiffness, cut protection and casing durability

**HI-STABILITY CARGASS TECHNOLOGY**  
Helps enhance lateral stability and operator comfort

**PERMAFOAM® TECHNOLOGY**  
Provides enhanced load-carrying capacity and a more comfortable ride

\*Seals up to ¼-inch diameter tread punctures only. Does not seal sidewall punctures.



## A GOODYEAR DEALER NETWORK THAT'S BUILT AROUND YOU

With more than 2,300 locations and industry-leading roadside service, Goodyear Commercial Tire & Service Centers and Network Dealers are always nearby to give you a helping hand. We have the experience, knowledge and services to help keep your equipment up and running.

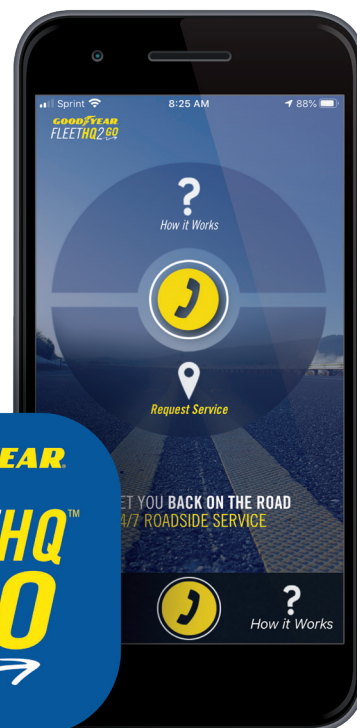
### PROFESSIONAL FLEET SERVICES

Goodyear Commercial Tire & Service Network members use state-of-the-art service equipment, and our trained technicians adhere to the Tire Industry Association CTS 200 level for high-quality service at any location.

- 24-hour emergency road service
- 2-hour target roll time
- Sustainable and cost-saving retreading for commercial and off-the-road tire casings
- Fleet survey to enhance tire longevity and performance
- Tire performance monitoring for both commercial and off-the-road tires

#### THE FLEETHQ™ 2GO APP

Instantly connects drivers to 24/7 roadside service in a couple quick taps of a screen.





# LET GOODYEAR® LEAD THE WAY

Get real-time tire monitoring, intelligent analysis and customized solutions, all in the name of optimizing your fleet, your budget and your time.



TIRE MONITORING



INSIGHTS AND ANALYSIS



SERVICE ACTIVATION



## **TIRE MONITORING – STAYING AHEAD OF THE GAME**

Digital inspections

Automated inspections

Real-time active monitoring



## **INSIGHTS AND ANALYSIS – DATA IS THE NEW STREET SMARTS**

All data is transmitted to the Goodyear Mobility Cloud™

Custom tire insights based on your unique specifications

Reporting and alerts to help you proactively manage critical tire data on your terms



## **SERVICE ACTIVATION – ALWAYS BY YOUR SIDE**

24/7 industry-leading roadside assistance

2,300+ Goodyear Commercial Tire & Service Network Locations

Service coordination through Goodyear Fleet HQ™

Insights to help intelligently direct labor





## **TIRE MANAGEMENT TOOLS EXCLUSIVELY FROM GOODYEAR**

Proper fleet tire management is about more than putting the right tires on the right vehicles. Using industry-exclusive tire monitoring tools, Goodyear analyzes real-time tire data, alerts fleets with valuable insights and delivers timely service to minimize tire costs down and maximize vehicle uptime.

### **GOODYEAR TIRE OPTIX™**

This digital inspection toolset enables you to capture data accurately and efficiently with instant results.

### **GOODYEAR TPMS PLUS™**

TPMS Plus is a connected, active monitoring system that goes beyond the benefits of traditional dashboard monitoring. Using Goodyear's unique, fleet-specific algorithms, TPMS Plus helps identify critical issues, inflation trends and much more, allowing you to be proactive instead of reactive.

### **GOODYEAR CHECKPOINT™ – DRIVE-OVER READER**

Goodyear CheckPoint provides automated inspections of tire pressure and tread depth. Ideal for high-volume yards, this solution enables large quantities of vehicles to be inspected and offers a frequently updated snapshot of tire health.

See how Goodyear® can help you  
lower your fleet's operating costs.

[goodyeartrucktires.com](http://goodyeartrucktires.com) | [goodyeartrucktires.ca](http://goodyeartrucktires.ca) | [goodyearOTR.com](http://goodyearOTR.com)