

Goodyear India rolls out the Excellence series

- *Featuring the "3-Zone Technology" that provides superior security, performance and comfort in one tyre*
- *Asymmetric Tyre design offering superior comfort and precise handling in both wet and dry conditions*
- *Unique 'ECO-Sil Silica Tread Compound' technology that enhances fuel efficiency and is environment friendly*

New Delhi, Oct 10, 2006. Goodyear India Limited today announced the launch of the Excellence series – a new collection of luxury passenger car tyres. Designed with the ultimate '**3-Zone Technology**', and **ECO-Sil Silica Tread Compound Technology**, the tyre provides superior comfort and precise handling on both wet and dry conditions for premium car drivers.

The '3-Zone Technology' combines Security, Control and Comfort. In one tyre

Security Zone

The Goodyear Excellence tyre's Security Zone features exclusive asymmetric tread design elements, which effectively push water away from the tread surface for secure wet braking and good handling especially in critical situations where surfaces are slick.

Performance Zone

The Performance Zone consists of solid and rigid outside shoulder tread blocks, which provides the vehicle a more prompt and positive steering response even in abrupt swerving and braking situations. Its casing structure is also engineered with a progressive spiral overlay under the tread - with a double layer under the shoulders, which maintains an even pressure on the road.

Comfort Zone

The Goodyear Excellence tyre's Comfort Zone is located in the inner tread rubber cushion. It's a cushioned layer between many tyre layers functioning as an extra buffer. Additionally, the thin cushion layer between the tread rubber and the steel wire belt not only reduces vibrations and improves comfort, but also effectively reduces tyre noise.

Goodyear Excellence also adopts '**ECO-Sil Silica Tread Compound technology**' which not only reduces the energy for tyre rolling thereby increasing fuel efficiency, but it also generates excellent grip on wet and dry road conditions. Therefore, when it is helping one to enhance the driving security, it's also helping to protect the environment.

Available in major radial tyre markets, including Delhi, Mumbai, Bangalore and Chennai, the Excellence series is introduced with an *Asymmetrical pattern*. The Excellence series will be available for most luxury car models available in the country today, including Hyundai Sonata, Honda Accord, Honda Civic, Skoda Octavia, Skoda Superb, Skoda Laura, Toyota Camry, Ford Mondeo, Mercedes E Class, Mercedes C Class, Mercedes S Class, Audi A4, Audi A6, Audi TT among others. The tyres will be available in 10 sizes to fit rims ranging from 15 inches to 17 inches.