

**Goodyear launches “Women with Drive” program
to celebrate 100th International Women’s Day**

Gurgaon, March 8, 2011. In line with its core strategy of driving “Safety Innovations”, Goodyear India announced a special program called **“Women with Drive”** to celebrate the 100th International Women’s Day in India.

As a tribute to women, Goodyear organized an exclusive car/tire maintenance and training session at one of its Branded Retail Outlet – *Dazzle* in Gurgaon today. Women were taught car and tire care and service techniques to keep them safe on the road. They learned how a vehicle operates, ways to keep it dependable, how to check the tires, tips on safe driving and how to handle the most common motoring emergencies while on the move.

Said DP Singh, VP- Consumer PBU, Goodyear India: "Seeing the increase in women drivers in the country, Goodyear India decided to introduce the 'Women with Drive' concept to the country. These workshops are aimed at providing women drivers a better understanding of car and tire basics and empowering them with a safe driving experience. We are happy to launch this program on the special occasion of 100 years of International Women’s day"

Goodyear’s “Women with Drive” started in Australia in 2007, and has been successfully implemented in other Asia Pacific countries including the Philippines, Malaysia, Thailand, Indonesia, and China. These workshops are conducted free of charge across Goodyear’s branded retail network within the region.

The event in Gurgaon witnessed active participation by over 20 women drivers. The program started with providing basics on car and tire maintenance, followed by hands-on session on car dynamics and how to change a tyre. Goodyear also hosted various other interesting activities like exciting trivia, case studies and short quizzes engaging women drivers thus making the workshop more interactive.

About Goodyear

Goodyear's presence in India is over 90 years old, with two plants, one each in Ballabgarh and Aurangabad. In the passenger car segment, Goodyear supplies tyres to many of the leading Original Equipment Manufacturers in India. Goodyear India has been a pioneer in introducing tubeless radial tyres in the passenger car segment.

In the farm segment, Goodyear tyres are supplied to all the major tractor companies. Similarly, for buses and trucks, vehicles rolling out of the assembly line of the leading OEMs are often seen with Goodyear tyres.

Goodyear is one of the world's largest tyre companies. It employs approximately 72,000 people and manufactures its products in 56 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 and its products, go to www.goodyear.co.in

