

**Goodyear Launches Assurance Fuel Max in India**  
**The Tire that “Pays You Back” with Fuel Efficiency and Maximum Protection**

**<Mumbai 22 February 2011>** - Goodyear Asia Pacific recently launched its latest tire from its award-winning Assurance line, the Goodyear Assurance Fuel Max with Fuel Saving technology that provides 4% more fuel efficiency and 15% longer mileage than conventional tire technology. With safety at the heart of all Goodyear tires, the Goodyear Assurance Fuel Max is reinforced with the same DuPont™ Kevlar® overlay – a material that is five times stronger than steel – that made its predecessor so successful.

Designed for family cars in the mid and premium markets, consumers who are looking for value for money and safety can now achieve maximum fuel efficiency and maximum protection with this new tire.

Rajeev Anand, vice chairman and managing director, Goodyear India said, “In the current environment where the rising fuel costs are a huge concern, Fuel Max technology is designed to improve fuel consumption without compromising on mileage or performance.”

“Assurance Fuel Max offers critical safety features such as a strong grip, puncture resistance, blow out resistance, shorter braking distance and anti-skid, making it the perfect choice for everyday city driving as well as the long distance weekend road trips,” he added.

**More Fuel Efficiency and Longer Tread Life**

One of the ways to reduce fuel consumption is to decrease some of the frictions while it drives. Rolling resistance or rolling friction, is the resistance that occurs when a tire rolls on a flat surface. The greater the resistance, the greater the energy required to keep the tire rolling.

Up to 20 per cent of a car’s fuel consumption is due to the tires. Therefore a decrease in tire rolling friction leads to a reduction in fuel consumption.

The new Goodyear Assurance Fuel Max features an advanced full silica compound which reduces the friction between the tire’s rubber molecules and provides high resistance to abrasion, resulting in reduced fuel consumption and a longer tread life.

Additionally, the tire is built with a hard base under the tread, which reduces deformation in the crown area and heat build-up, contributing to higher fuel efficiency. The tire also features even pressure distribution which helps reduce frictional energy caused by abrasion and heat at the tread surface, reducing the rate of wear.

\*In tests evaluated by TÜV SÜD Automotive GmbH as a technical witness partner, results showed that Goodyear Assurance Fuel Max is 4% more fuel efficient than the company’s previous generation of tire technology where the tread compound is carbon based. This test was conducted in Mireval, France using Citroen C4 1.6l on size 195/65 R15 versus Goodyear

Ducaro GA (test report number 76243002-1, May 2010).

In addition, based on internal tests conducted by Goodyear Innovation Center\* Luxembourg, Assurance Fuel Max has a projected tread life of up to 85,777 km, which is 15% longer in tread life versus the previous technology (Goodyear Ducaro GA).

“This is the tire that pays you back. The savings gained from fuel efficiency over the life of the tire can defray a significant portion of the cost of the tire,” said Anand.

#### **Fuel Saving Example**

New Assurance Fuel Max’s fuel efficiency improvement can lead to 160L of fuel savings. For example: If a 1.6L car has an average fuel consumption rate of 10L/100km, is fitted with Assurance Fuel Max on size 195/65R15 91V and travels a distance of 40,000 km, the potential fuel savings can be calculated as follows:

40,000 km (distance traveled) x 10L/100 km (fuel consumption rate) x 4% (fuel saving rate) =  
160 L (potential fuel savings)

Actual fuel savings and tread life may vary according to other factors including environment, road, vehicle conditions, vehicle model, and driving habits, etc.

#### **Maximum Protection against Road Hazards**

A layer DuPont™ Kevlar®, a lightweight material which is five times stronger than steel, reinforces Assurance Fuel Max for added durability and protection against road hazards like potholes. This material is the same cutting-edge technology used in protective applications like bulletproof vests, industrial gloves and hoses.

Goodyear Assurance Fuel Max is also built with two plies in the sidewalls of the tire for increased durability and protection against dangerous road hazards.

#### **A Comfortable and Quiet Ride**

The tire is designed with a four pitch sequence and high centerline block angles that helps to facilitate a smooth and quiet contact with the road.

#### **Shorter Braking and Grip on Wet and Dry Roads**

Goodyear Assurance Fuel Max is constructed with unique three dimensional waffle blades in the tread to enable improved lateral interlocking power while providing maximized circumferential decoupling. This technology delivers better braking and grip on both wet and dry surfaces.

For maximum wet-traction, the tread has also been designed with four uninterrupted circumferential grooves, which provide room in the footprint for the tire to absorb and repel water, ensuring better aquaplaning resistance on wet roads.

"Building on over 110 years of innovation and leadership, drivers can trust that Goodyear's Fuel Max will get them where they need to go with more confidence, while giving them the "Assurance" that their tire will go further with less wear, consuming less fuel, added Smytka.

**Disclaimer**

Fuel saving value of 4% as evaluated by TUV SUD Automotive GmbH as a technical witness partner in cooperation with Goodyear in Mireval, Report Number 76243002-1, May 2010 as tested on Citroen C4 1.6L on size 195/65 R15. Internal Goodyear test projected Assurance Fuel Max tread life to 85,777km., 15% longer versus conventional technology (Goodyear Ducaro GA). Actual fuel savings and tread life may vary according to other factors including environment, road, vehicle conditions, vehicle model, and driving habits, etc.

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