

PROFITABILITY TOOLS



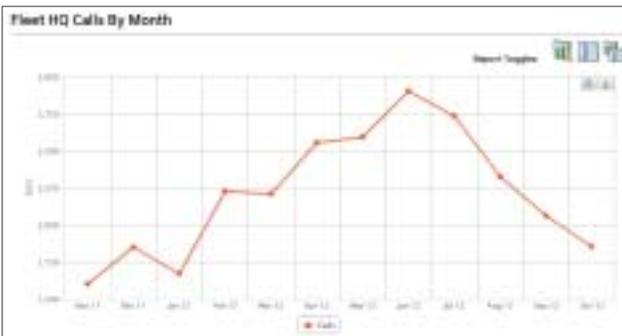
SMART CHOICE

GOODYEAR
FLEET HQ.

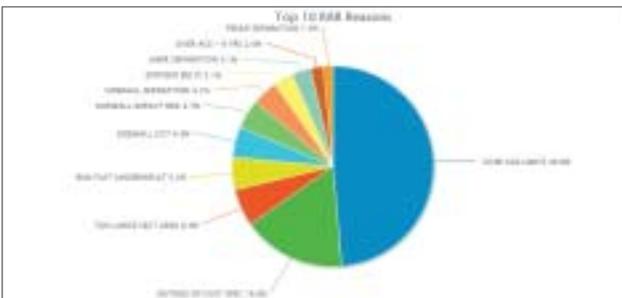


BUSINESS INTELLIGENCE

We understand how important information is to run a profitable business. It has taken our software developers and technicians multiple years to develop a reporting suite that provides your fleet with all the information you need to minimize costs and improve your fleet's operation. The largest fleets in the world trust our innovative products and our best-in-class services but more importantly, they rely on the powerful business information Goodyear® provides to make confident business decisions. All this valuable information is at the fleet's fingertips by visiting our website at goodyeartrucktires.com and logging on to Goodyear Fleet HQ®.



Call volume report for a large fleet



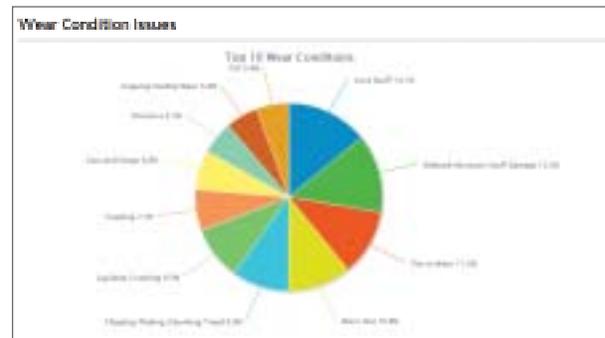
A report identifying improvement areas

TIRE TRAC TIRE PERFORMANCE TRACKING

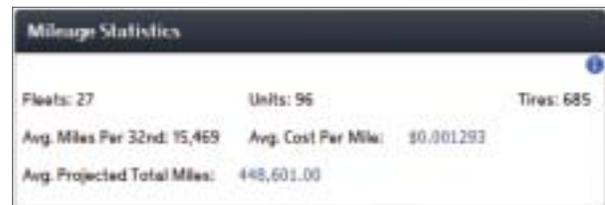


TIRE TRAC

The TIRE TRAC Tire Performance Tracking tool builds an online database from fleet surveys conducted by a Goodyear Representative, Dealer or you. Advanced reports are then developed to show how tires and maintenance programs are performing within your fleet and identify any issues that need correcting. TIRE TRAC offers you the detail to focus on an individual tire, or view your entire fleet's information to identify larger trends. You can also compare the cost per mile of fleets in different regions, identify possible inflation problems from one yard to another, and even see if certain vehicles are wearing tires out faster than others. When your fleet uses TIRE TRAC, you'll have the power to make decisions that can reduce your overall operating costs.



A report showing share of top 10 wear conditions



Cost per mile analysis for a Goodyear tire based on 685 data points

TO LEARN MORE CALL 1-866-FLEETHQ OR VISIT GOODYEARTRUCKTIRES.COM

GTRACS RETREAD MANAGEMENT



All Goodyear authorized retreaders use our sophisticated GTRACS software system to manage their operations and track each casing through the retread process. Goodyear's new GTRACS platform records information and enforces Goodyear's standards across all steps of the retread process. Information gathered during the retread process is available online, allowing you to see exactly where your retreads are as well as viewing high-level statistics of all your retreading business with Goodyear. GTRACS is designed to give you confidence that no matter which Goodyear-authorized retreader you use in North America, you will receive consistent high-quality retreads.



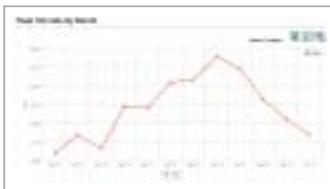
Screen of GTRACS system used by Goodyear retread dealers

A report on retreads available to fleets

TIRE TRAC SERVICE REPORTING



Goodyear Fleet HQ Service reporting helps you determine where most of your fleet's road failures are occurring. It also helps you see which Dealers in various areas are performing better and the details related to each call, including the cost, roll time and much more. To join, call 1-866-FleetHQ.



A report on fleet roadside assistance volume per month



Color-coded map of breakdown activity for a Goodyear national fleet

PURCHASE REPORTING



Goodyear Purchase reporting allows you to see details on your tire and service purchases from Goodyear. You can also benchmark your spending against the last couple of months or years, and run reports by type of tire, size, location and more.

Month: September 2012 to December 2012
Customer Location: All Locations

Month	Quantity	Dollars
September 2012	46,936	\$1,850,967.90
October 2012	53,210	\$2,254,597.58
November 2012	42,336	\$1,827,074.37
December 2012	31,929	\$1,302,887.73
Totals	174,411	\$7,235,527.58

Month: September 2012 to December 2012
Customer Location: All Locations

Category	Quantity	Dollars
Commercial Retread	38,440	\$3,821,404.09
Commercial Truck	5,138	\$1,912,835.42
Light Truck	7	\$1,343.12
Consumer Service	1,482	\$10,836.04
Commercial Service	129,333	\$1,488,795.46
QTR Service	11	\$313.45
Totals	174,411	\$7,235,527.58

Examples of reporting on purchases from Goodyear for a sample fleet

THE TOTAL SOLUTION TO HELP REDUCE OPERATING COSTS

To learn how Goodyear's industry-leading tires, services and profitability tools help to provide your fleet a total solution, visit goodyeartrucktires.com, or call 1.866.FleetHQ.

goodyeartrucktires.com

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