HIGH STANDARDS

WHY GOODYEAR® IS THE ONLY BRAND YOUR BUSINESS NEEDS
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 worldwide and offices in almost every country
PREFERRED BY FLEETS LIKE YOURS

91% of fleet customers are satisfied with Goodyear®

86% of fleet customers would recommend Goodyear tires®

*2013 Lieberman Research Worldwide Brand Health Study

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

NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.

**Source: 2017 IPSOS U.S. Consumer Brand Health Tracker, Total Unaided Awareness of Tier 1 Brands.

GOODYEAR’S TOTAL SOLUTION

Every fleet needs to lower its operating costs — and Goodyear makes it possible with its Total Solution to help meet your needs. Whether your fleet includes commercial trucks, off-the-road vehicles or both, Goodyear has the trusted products, nationwide network, reliable service and fleet management tools for you.

TRUSTED PRODUCTS

Innovative Products For Any Fleet Application

NATIONWIDE DEALER NETWORK

2,300+ Dealers In North America Ready To Help Your Fleet

RELIABLE SERVICES

Most Reliable Nationwide Roadside Service In The Industry†

FLEET MANAGEMENT TOOLS

Tire And Retread Tracking And Fleet Dashboard

†Fleet research study, Nov. 2015, Lieberman Research Worldwide. 590-fleet sample. Goodyear Dealer network roadside service compared to Michelin, Bridgestone and Continental.
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

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

OFF-THE-ROAD APPLICATIONS

Large Haulage  |  Construction And Quarry  |  Industrial Handling And Port  |  Underground Mining

OFF-THE-ROAD INNOVATIONS

**CYCLEMAX TREAD COMPOUND**
Promotes cool running to help vehicles run faster and longer

**PERMAFOAM® TECHNOLOGY**
Offers enhanced load-carrying capacity and a comfortable ride for underground mining

**HI-STABILITY CARCASS TECHNOLOGY**
Enhances lateral stability while giving operators confidence and comfort
TURN TO A DEALER NETWORK THAT’S BUILT AROUND YOUR FLEET

The Goodyear Commercial Tire & Service Network includes 2,300+ locations nationwide. Each location offers consistent products and services from tire professionals who know how to save you money. Turn to any location for these benefits.

THE RIGHT TIRES AND RETREADS

Goodyear Commercial Tire & Service Network members can help you choose the right products to help you lower your operating costs.

Commercial and off-the-road products

Goodyear, Dunlop® and Kelly® brands

Tires and retreads to help optimize your investment

Customized recommendations based on your needs

PROFESSIONAL FLEET SERVICES

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

24-hour emergency road service

2-hour target roll time

Goodyear RoadService App to instantly connect you with roadside assistance if needed

Turnkey retreading for commercial and off-the-road tire casings

Site audits to enhance tire longevity and performance

Tire performance monitoring for both commercial and off-the-road tires
Goodyear commercial and off-the-road tire experts are ready to give your fleet a helping hand with services that can help boost your bottom line.

**THE MOST RELIABLE NATIONWIDE ROADSIDE SERVICE IN THE INDUSTRY***
Rely on the Goodyear Commercial Tire & Service Network for 24-hour customer support in case of breakdowns. Our roll-time goal of two hours or less helps your trucks get back on the road fast.

**TIRE SURVEYS AND SITE AUDITS**
Have Goodyear’s trained professionals record tire pressures, tread depths and other key metrics to help you make informed decisions about your tire assets.

**TRAILER-READINESS INSPECTIONS**
Receive customized reports on essential vehicle systems to help you improve safety, avoid unnecessary costs, stay in compliance with CSA (Compliance Safety Accountability) requirements and enhance your fleet’s efficiency.

**TMPH (TON-MILE-PER-HOUR) SURVEYS**
Have a Goodyear Commercial Tire & Service Network member make sure your off-the-road tires don’t exceed their TMPH rating to help optimize their performance and extend their service life.

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SAVE WITH INNOVATIVE TOOLS
FOR FLEETS LIKE YOURS

Use Goodyear’s powerful set of tools to help streamline your daily time management, improve decision-making processes and find new ways to save money. Any Goodyear Commercial Tire & Service Network member or fleet sales manager can help.

### ONLINE ACCESS TO BUSINESS INTERACTIONS

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### CUSTOMIZED VALUE CALCULATIONS
Let a Goodyear Commercial Tire & Service Network member or fleet sales manager show you how much you can save by using Goodyear technologies and services.

### VISUAL REPORTING
Pinpoint opportunities for improvement with consultations and customized reports on topics such as tire and retread purchases, tire performance, service events and retread stats.

### REAL-TIME SERVICE EVENT UPDATES
Goodyear Commercial Tire & Service Network members use technology called the SmartTech App to streamline the road service process and give you real-time updates.

### TIRE PERFORMANCE TRACKING
Track commercial tires with Tire Trac and off-the-road tires with EMTrack™, plus monitor casings through the retreading process using GTRACS.