



GOODYEAR

LUBRICANTS

FREEDOM
TO GO FURTHER





Get to know the brand
that's devoted to
driving excellence



The Goodyear Tire & Rubber Company started in 1898 producing bicycle and carriage tires. From that first bicycle tire, Goodyear quickly grew to become the world's largest tire company, a title it earned in 1916 when it adopted the slogan more people ride on Goodyear tires than on any other kind.

Goodyear's winged foot trademark was inspired by a newel post statue of the famous God of mythology known to the ancient Romans as Mercury. Mr. Seiberling's attention was attracted to the statue, and he felt that the god it portrayed embodied many of the characteristics for which Goodyear products were known.

Goodyear is one of the world's largest tire companies. It employs approximately 63,000 people and manufactures its products in 46 facilities in 21 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. At the brand's core is its culture of innovation. Goodyear innovation continues to enable technology-driven firsts and inspires people not only to discover possibilities but also gives them the freedom to do more.

Goodyear has facilities across the world and annual sales of more than \$15 billion.

Goodyear has turned into an iconic brand as the values of innovation, durability, reliability and performance can be easily transferred into many different product categories; automobile equipments, spare parts & products.



History

1898

Goodyear is founded by Frank A. Seiberling and enters its first home: a strawboard factory on the banks of the Little Cuyahoga River in East Akron, Ohio, USA. The company is named in honour of Charles Goodyear, who discovered the rubber vulcanization process in 1839. The company makes horseshoe pads, bicycle and carriage tires, sealing rings for canning, fire hose and even rubber poker chips.

1908

Henry Ford's Model T, fitted with Goodyear tires, is a sensation with middle class consumers.

1942

Goodyear makes a name for itself in aviation.

1964

Using Goodyear tires, Craig Breedlove becomes the first man to top 600 miles (960km) an hour.

1971

Goodyear put the first tire on the moon by equipping the Apollo 14 Modular Equipment Transporter or moon buggy with specially designed tires.

1985

Goodyear supplies the first radial tires for commercial aircraft.

1993

Goodyear introduces the Aquatred tire, offering a revolutionary design which delivers high performance traction in both wet and dry conditions.

1997

Goodyear is first to win 350 F1 Grand Prix races.



1998

Goodyear celebrates its 100th anniversary.

2003

Goodyear stands at the pinnacle of drag racing, winning the most championships in both the professional and sportsman categories in the National Hot Rod and International Hot Rod Association competitions.

2004

Goodyear and NASCAR celebrate their 50th anniversary together. Goodyear is the longest-running sponsor of the sport.

2009

Goodyear and NASA invent "Spring Tire" for moon – an energy efficient tire that would not go flat.

2010

Goodyear Asia Pacific begins introducing the company's proprietary Fuel Saving Technology into new tires, letting drivers go further for less and reduce emissions.

2012

Goodyear discovers that using soybean oil in tires can potentially increase tread life by 10 percent and reduce the use of petroleum-based oil in the manufacturing process.

2014

Goodyear announces plans to convert waste from rice harvest to fuel-efficient tire treads.

2017

Goodyear is named by Fortune Magazine as the "Worlds Most Admired Tire Maker". Today Goodyear is one of the largest tire companies, with operations in most regions of the world.



A Truly Iconic Brand

Discover your world of Possibilities



Goodyear is the brand for people who believe in the wonder of opportunity and want to get things moving. The brand delivers the highest quality, innovative products that inspire you to do more. As well as sharing common goals with a commitment to quality, Goodyear also shares strong values of integrity. The brand cares for both our environment and communities. We have been committed to driving, moving and inspiring people for over 100 years, and will do for many more to come.



1956

Goodyear takes to the track with our first full line of stock car racing tires.



1971

The first tire on the moon is supplied by Goodyear for Apollo 14.



1983

Goodyear announces development of radial tires for aircraft.



Future Challenges

Goodyear in collaboration with NASA Glenn Research Centre (GRC), develop non-pneumatic tires for use first on the moon, and eventually on Mars.

The Spring Tire is the result of a collaboration between NASA and Goodyear; the new airless tire is being proposed as an upgrade to the wire mesh tires used on the Apollo Lunar Roving Vehicle. Each hand-made Spring Tire uses 800 load-bearing springs, which provide stiffness and flexibility, as well as puncture-proof toughness.



GOODYEAR

First choice for safety

on the moon and on the earth

Goodyear GS tyres grip the road firmly and give you additional protection from skidding.

Goodyear's emphasis on safety has helped to make it the world's largest tyre company. The first choice of motorists on earth, Goodyear was also the first choice for the moon. Make Goodyear your first choice too.

GOODYEAR
THE SAFETY-MINDED COMPANY

Yesterday...
Even Truer Today

More people ride on Goodyear tires than any other kind

GOODYEAR



GOODYEAR

RANKED NO. 1 IN CUSTOMER SATISFACTION AMONG SMALL CARS IN ORIGINAL EQUIPMENT TYRE BY J.D. POWER*

★★★★★ RATING IN SMALL CAR SEGMENT

★★★★★ RATING IN UTILITY VEHICLE SEGMENT

Based on J.D. Power 2018 Initial Original Equipment Tyre Customer Satisfaction Index. ©2018 J.D. Power. *For J.D. Power 2018 report please visit www.jd.com

**EVERYTHING A TIRE CAN DO...
Super Cushion DOES BETTER!**

Goodyear Super Cushion tires provide superior ride comfort and handling. They're built with a special cushion compound that absorbs bumps and potholes, so you can enjoy a smoother ride. And they're built with a special tread pattern that provides superior traction, so you can stop safely. Goodyear Super Cushion tires are the only tires that combine these two features. They're the only tires that can do it all.

GOODYEAR

GOODYEAR

Stacked tires and wheels.

SINCE 1898
GOODYEAR

120 YEARS OF INNOVATION | **Freedom To Move**

First moon tires
on a mobile equipment transporter by Goodyear
1971

First radial tires
approved by FAA for commercial aircraft
1993

First to win 368 F1
Grand Prix races
1996

Innovative use of Soybean oil-based rubber compound in tires
2017

First Eagle 360 Urban concept tires powered by Artificial Intelligence unveiled in Geneva Motor Show
2017



Original Equipment

The world's leading car manufacturers trust Goodyear tires for their own models and to carry their brand.

At Goodyear, we work closely with the world's leading car manufacturers in the development of new models, matchmaking tires and vehicles during the development process with performance attributes that bring out the best in both.

From high-performance tires that grace the rims of the latest generation of supercars to economy-minded tires that deliver fuel savings for a family sedan, our OEM (original equipment manufacturer) agreements mean more new cars are using Goodyear tires from the factory, to the showroom, to the road.

Goodyear tires are frequently chosen by BMW, Audi, Mercedes, Rolls Royce, Land Rover, Nissan, Ferrari, Maserati, Alfa Romeo, Fiat, Peugeot, Ford, Opel, Renault, Saab, Chrysler, Toyota, Skoda, Seat and more.



Goodyear as a Leader in Tractor Tires

Goodyear manufactures automotive-bias tires such as farm tires and medium commercial truck tires at its world class manufacturing facilities. It also trades in the 'Goodyear' branded tires including radial passenger and off-the-road (OTR)-bias tires manufactured by Goodyear.

In the farm segment, in India, Goodyear tires are supplied to all the major tractor companies. In 2010/11, Goodyear India was awarded the Superbrand status.

GOODYEAR

LUBRICANTS





With Goodyear you get the benefit of more than 120 years of global experience and technical innovation to meet your lubricants needs.

Goodyear has developed a wide range of engine oil, gear oils, hydraulic oils greases & specialities for bikes, scooters, cars, light & heavy commercial vehicles & tractors. Blended with our advanced additive technologies, every product is designed to enhance performance, reliability & longevity for your use.

Motorbike / Scooter Engine Oil

Goodyear 4T Motorbike engine oil is designed to provide ultimate protection and performance for all new generation motorbikes specially higher capacity. These engines are required to deliver high power and torque and require oil performance reliability under arduous conditions. This oil is designed for bikers who are passionate about their bikes and look forward to an exhilarating riding experience. Specifically designed to lubricate a wide range of engines - 4 stroke motorbikes, gearless Scooter & motorbikes, requiring API & Jaso standards.



CNG Light Vehicle Engine Oil

Goodyear CNG LV series are gas engine oils intended for use in light-duty vehicles running on compressed natural gas (CNG), liquified petroleum gas (LPG) or propane. It is formulated from selected additives to provide excellent detergency and dispersancy, oxidation and nitration resistance and protection against engine wear and corrosion.

CNG Car/Heavy Vehicle Engine Oil

Goodyear CNG HV Series is a high quality engine oil developed for cars, UVs, Heavy duty commercial vehicles powered by petrol, diesel, CNG or LPG engines. Its anti-wear technology offers good high temperature protection that minimises sludge build-up thus reducing component wear.



Car / SUV / MUV Engine Oil

Goodyear passenger car motor oil is specially developed for high power diesel and petrol engines (naturally aspirated as well as turbo-charged) of Cars, SUVs, MUVs & cross overs. Formulation from high quality base oils and usage of advanced additive technology enables this to withstand high operating temperatures of these engines and control deposit formation on engine parts, thus providing maximum power and superior engine protection in all types of driving conditions.



Tractor Engine Oil

Goodyear Tractor Engine oil is multigrade diesel engine oil for new generation turbocharged diesel engine in tractors. It is formulated with proven multifunctional additives to provide maximum engine power for best tractor performance under various application and operating conditions.

Universal Tractor Transmission Oil

Goodyear Universal Tractor Transmission Oil is a high performance lube oil specially formulated with robust anti-wear & extreme pressure additives for use in tractors and off-road construction and mining equipment where a common lubricant reservoir serves transmissions, final drives & hydraulic systems that requires transmission fluid.



Truck and Bus Engine Oil

Goodyear All Turbo is extra high performance heavy duty diesel engine oil specifically developed for low emission vehicles to extend engine life in trucks & buses and off-highway applications such as tippers. It provides outstanding soot handling capability and excellent TBN retention helps in counteracting harmful effects of high temperatures & corrosive exhaust gases of those employing Exhaust Gas Recirculation (EGR) systems, thus extending oil and engine life.



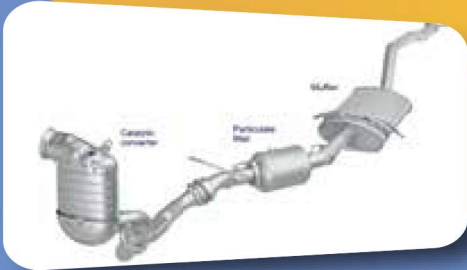
Automatic Transmission Fluid

Goodyear is an automatic transmission fluid developed for the automatic transmissions power steering systems of vehicles. The highly refined base oils and proven performance additives used in this oil provide enhanced thermal stability, frictional characteristics, rust & corrosion protection.



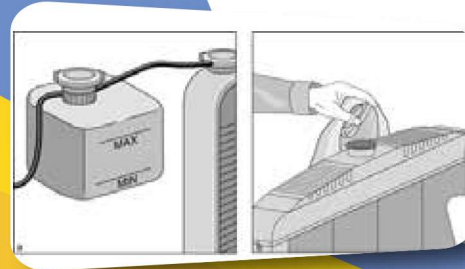
Diesel Exhaust Fluid

Goodyear DEF is premium Diesel Exhaust Fluid (DEF) formulated with 32.5% purified urea and 67.5% ultra pure deionized water. It is engineered for use in modern diesel engines with Selective Catalytic Reduction (SCR) technology to significantly reduce nitrogen oxide (NOx) content in diesel engine exhaust streams.



Coolant

Goodyear Coolant is a high performance radiator coolant and corrosion inhibitor developed for use in a wide range of radiators in a variety of applications. It is formulated with special inhibitors to provide excellent cooling of the engine components and effective corrosion protection of all engine and cooling system components and resists formation of deposits on heat transfer surfaces.



Brake Fluid

Goodyear Brake Fluid is a heavy-duty brake fluid exclusively developed for hydraulic clutches and brakes of all type of vehicles. It provides excellent protection to the hydraulic clutch and braking system components.



Gear Oil

Goodyear gear oil is a high performance gear lubricant designed to provide effective lubrication in a wide range of automotive transmissions and axle drives where API GL-4 quality oils are specified. It is formulated from high quality base stocks and balanced extreme pressure additives to provide protection to gear components against wear and scoring. It offers protection against oxidation degradation, rust & corrosion.





Greases

Goodyear Greases are heavy duty high performance lithium complex soap based extreme pressure (EP) grease specially developed automotive wheel bearing in all PCMO, heavy commercial vehicles and buses. It is manufactured from high quality lithium complex thickener, specially selected base oils and performance additives to provide good structural stability, resistance to water washout and effective protection from wear and corrosion.



Hydraulic Oil

Goodyear Hydraulic Oil series of high performance hydraulic oils have been developed to operate under moderate to severe conditions across a wide range of automotive & industrial applications. They are well known to protect, lubricate and perform in the most efficient and effective way to ensure smooth operation and long service life of the hydraulic systems.



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