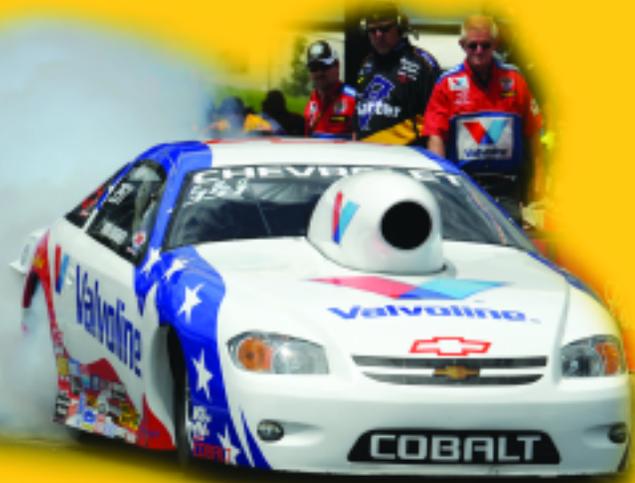


GOODYEAR

2009 Racing Media Kit







GOODYEAR

2009 Racing Media Guide

Table of Contents

Goodyear Racing Staff	4
Goodyear Firmly Committed to Racing	6
NASCAR: Goodyear's Marketing Vehicle	7
Fast Moving and Constantly Changing: Racing and Goodyear	8
From the Track to the Street, Authentic Track-to-Street Innovation	10
Venue Groupings for Goodyear Eagle and Wrangler Racing Radials	11
Anatomy of a Tire Test	12
Race Tire Sticker Data, NASCAR Tire Cutaway, Passenger Tire Cutaway	15
Goodyear Keeps Drag Racing up to Speed	16
The Big Streak in Pro Stock	18
D2550 Drag Tire: Goodyear Unveils Another Winner	19
Sports Cars: Different Cars, Different Applications, Same Great Results	20
Short Track: Goodyear's Long Reach on Short Tracks	22
Dirt Track Racing: Crowd-Pleasing Action on Goodyear Tires	24
Fast Facts	26
2008 Goodyear Racing Champions	27
Third Gold Car for Jimmie Johnson	27
Key Points In Goodyear's Racing History	28
Rain Tire Makes a Splash	30



NASCAR Racing

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Mike Siberini started working with Goodyear in 1999 as a PR rep with the NASCAR Craftsman Truck Series, followed by a move to Sprint Cup in 2001. He also does freelance production work with FOX, ABC/ESPN and TNT. Prior to his PR start with NASCAR in 1997, Siberini also plied his trade with several professional soccer franchises.



Drag, Sports, Dirt & Short Track

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Lee Elder, a 1979 graduate of San Diego State University with a degree in journalism, has worked with the Goodyear Racing public relations team since 2001, where he focuses on PR for a variety of racing venues. He had been sports director of two radio stations, sports editor of two newspapers and spent six seasons as media coordinator for NASCAR's Southwest Tour.

The Goodyear Tire & Rubber Company, 1144 East Market Street, Akron, OH 44316

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Goodyear Racing Staff



Stu Grant - General Manager, Global Race Tires
Iowa State (1972); Joined Goodyear: 1972

Stu joined Goodyear after graduating from Iowa State with a degree in chemical engineering...After a year with aircraft tire development, he moved to Goodyear's racing division in 1973 as a racing tire engineer...Named chief compounder in 1978...In 1983, Stu was named manager of racing tire development programs, where he worked until transferring to passenger tires in 1991 and then to Kelly-Springfield as marketing manager of light truck tires...Stu returned to racing in 1994 as director of racing tire sales and marketing...In February 1996, he was named general manager of global race tires.



Dave Auffenberg - Project Leader, Tire Development, Drag, Sports, Dirt
Purdue University (1985); Joined Goodyear: 1985

Dave joined Goodyear in 1985 in dirt racing and Formula One after graduating from Purdue University with a degree in chemical engineering...Dave moved to the stock car group in 1987, where he worked for three years during a tire war...Dave worked with the CART series starting in 1990, was made group leader of dirt, drag and bias-ply tires in mid 1993, then was named chief engineer over stock car, sports radial, supercar and bias-ply tires in 1997...Dave's focus as project manager in 2009 remains on drag, sports and dirt tires.



Greg Stucker - Director, Race Tire Sales
Vanderbilt University (1979); Joined Goodyear: 1979

Greg joined Goodyear in 1979 following his graduation from Vanderbilt University with a degree in mechanical engineering...After a year on the technical squadron, he joined the racing division in 1980, moving from short track and NASCAR tire development to group leader for Indy cars in 1983...In 1986, Greg was named chief engineer in racing...Following three years in original equipment passenger tire engineering, he returned to racing in October 1998 as manager of race tire product development...Greg was promoted to director of race tire sales and marketing in October 2000 and director of sales in 2007.



Carolyn Ashbee - Sales Account Manager, Drag Racing
University of Akron (1977); Joined Goodyear: 1972

Carolyn joined Goodyear in 1972 as a high school senior and worked in Goodyear Racing while pursuing a degree in data processing at the University of Akron...Carolyn worked in various positions in the racing group, including covering the SCCA and IMSA sports car series...In 1994, Carolyn transferred to the NASCAR stock car group, handling the Busch Series and the Northwest and Southwest tours...In 2002, Carolyn took the reins of drag racing.



Justin Fantozzi - Marketing Manager, Racing
University of Cincinnati (1998); Joined Goodyear: 1998

Justin joined Goodyear's Racing division after graduating from the University of Cincinnati with a degree in chemical engineering...Named marketing manager in 2007...Prior positions include field sales manager for stock cars, as well as dirt and asphalt short track racing...His racing career also includes tire compounding and tire design in the sportscar, dirt, and open-wheel venues...Justin received an MBA in marketing from The University of Akron in 2002.



Mark Canankamp - Lead Engineer, Tire Development, Drag, Sports, Dirt
University of Akron (1988); Joined Goodyear: 1988

Mark graduated from The University of Akron with a degree in mechanical technology and started at Goodyear in Akron Technical Center Manufacturing, moving through several assignments there including area manager in race tire building...In October 1992, Mark moved to the tire test division as a performance test driver...Mark transferred to the original equipment accounts group in 1997 as a tire designer, then worked as lead engineer for the European group, before transferring to the Chrysler team in 2002...Mark joined race tire development as the lead engineer for dirt racing in mid 2004 and added responsibility for drag and sports tire development in 2007.



Rick Campbell - Project Manager, Tire Development, NASCAR
College of Wooster (1979); Joined Goodyear: 1979

Rick joined Goodyear race tire development after graduating from the College of Wooster with a degree in chemistry...His early tire experience includes stock cars and Formula One...As group leader for stock cars in 1987, Rick was instrumental in Goodyear's success through two tire wars in 1988-89 and in 1994...Named chief compounder for all of Goodyear's motorsports programs in 1996 and, in 1997, he was named chief engineer for the IRL series...Rick went back into NASCAR as team leader in 2000 and broadened his responsibility in 2008 to project manager tire development, NASCAR.



Chad Fletcher - Sales Account Manager, NASCAR Camping World Truck Series and NASCAR Touring Series
University of Virginia (1991); Joined Goodyear: 2002

Chad graduated from the University of Virginia with a degree in business and public administration and communications...His first assignment after joining Goodyear in 2002 was marketing manager for the NASCAR Busch Series and Touring Series operations...Chad added the Camping World West Series in 2003, the Camping World East Series and Mexico Corona Series in 2006, and the Canadian Tire Series in 2007...In 2008, Chad's responsibilities transitioned to the Camping World Truck Series and continued with the NASCAR Touring Series.

Leaders in Race Tire Technology



Rick Heinrich - Sales Account Manager, Sprint Cup Series

Western Illinois University (1985); Joined Goodyear: 1985

Rick joined Goodyear after graduating from Western Illinois University with a degree in business marketing...After working at a Goodyear Auto Service Center for five years, Rick moved to Goodyear in Akron as an accountant in 1990...After three years, he moved to operations manager for the commercial tire centers, followed by seven years in commercial tire systems... Rick joined Goodyear Racing in 2002, where he managed the distribution and service of race tires for NASCAR's top three divisions...In 2008, he became sales account manager for the NASCAR Sprint Cup Series.



Scott Junod - Sales Account Manager, Short Track Racing

Iowa State (1985); Joined Goodyear: 1982

Scott joined Goodyear after graduating from Iowa State University with a degree in industrial engineering and started his Goodyear career in medium commercial truck sales and marketing...Scott held various positions in human resources and industrial engineering, and has worked in several production facilities...Scott joined Goodyear Racing in 2007 as sales account manager for short track racing...Scott also holds a Juris Doctorate degree from the University of Akron and is a member of the Ohio Bar Association.



Mark Keto - Lead Engineer, Stock Car Racing

Penn State University (1996); Joined Goodyear: 1996

Mark joined Goodyear's racing group to work with the sports car tire development team after graduating from Pennsylvania State University with a degree in chemical engineering...By early 1997, he shifted to the NASCAR group, working as a tire compounder...In October 2001, Mark was named lead engineer of the NASCAR group.



Paul Lauritzen - Sales Account Manager, Sprint Dirt Racing

Kent State (1967); Joined Goodyear: 1967

Paul came to Goodyear with a degree in chemistry from Kent State University...After three years in passenger tire development, Paul joined the racing group in 1971...Paul was named chief compounder in 1974, moved to Wolverhampton, England, as manager of the European Racing Division in 1978 and was named field manager of sprint cars in December 1979...In 1985, Paul became sales manager and took on additional duties in 1996 as marketing manager, then operations manager for the Indy Racing League... Since the 2000 season, Paul has handled dirt racing.



Chris Mileti - Lead Engineer, Advanced Engineering

University of Akron (2000); Joined Goodyear: 2000

Chris joined Goodyear Racing's drag racing group as a tire designer after graduating from the University of Akron with a degree in mechanical engineering...In the fall of 2003, Chris transferred to the racing division's advanced engineering group to work on technology development programs...Chris was named lead engineer for advanced engineering in the spring of 2004.



Steve Rigot - Sales Account Manager, NASCAR Nationwide Series

Gardner-Webb University (2004); Joined Goodyear: 1996

Steve joined Goodyear in 1996 and since then has held various positions at Goodyear's Statesville plant, including mold technician, crew leader, manufacturing planner/scheduler and business team leader...In 2005, after earning a degree in business administration from North Carolina's Gardner-Webb University, Steve was promoted to mold plan coordinator for all consumer and race tire molds and moved to Akron...In 2007, he became team leader of the Applied Physical Metrology lab...Steve joined the Goodyear Racing team in 2008 as Sales Account Manager with responsibility for the NASCAR Nationwide Series.



Bob Shaffer - Sales Account Manager, Sports Car Racing

University of Akron (1967); Joined Goodyear: 1967

Bob joined Goodyear in 1967 after graduating from the University of Akron...In 1971, he was named assistant field manager for sports car racing and has since held field manager positions in drag, motorcycle and sports car racing...Presently, Bob is responsible for Goodyear's marketing efforts surrounding sports car racing.

Goodyear Firmly Committed to Racing

Auto racing in general – and NASCAR in particular – has experienced an explosion of growth in popularity over the past decade. Much of the growth coincided with a robust American marketplace.

However, the recent economic downturn has had an effect on all sports, racing included. It affects fans, teams and sponsors alike, all of whom have had to face difficult financial decisions.

Naturally, some have wondered what this means for Goodyear. I'm happy to say that all of us at Goodyear remain firm in our commitment to motor sports, especially NASCAR and NHRA. We've been a proud part of NASCAR for more than 50 years and we intend to stay with them far into the future.

Much of our commitment comes with how we view our relationship. We've never looked at ourselves as a traditional sponsor. We view ourselves as a supplier of performance products integral to great racing.

While we certainly look for opportunities to take advantage of our position in sales, marketing and other promotional areas, our relationship is more strategic than tactical. Racing is part of who we are; it's part of the fabric of Goodyear. Within these pages, you'll see examples of how we've made developments for the track come to life in our consumer tires.

That's been true ever since Lee Petty bolted on a set of Goodyear Police Specials and began using them to win stock car races. Goodyear was a part of the sport when it was small, regional and

limited in popularity. As the sport has grown, Goodyear has continued to play an important role.

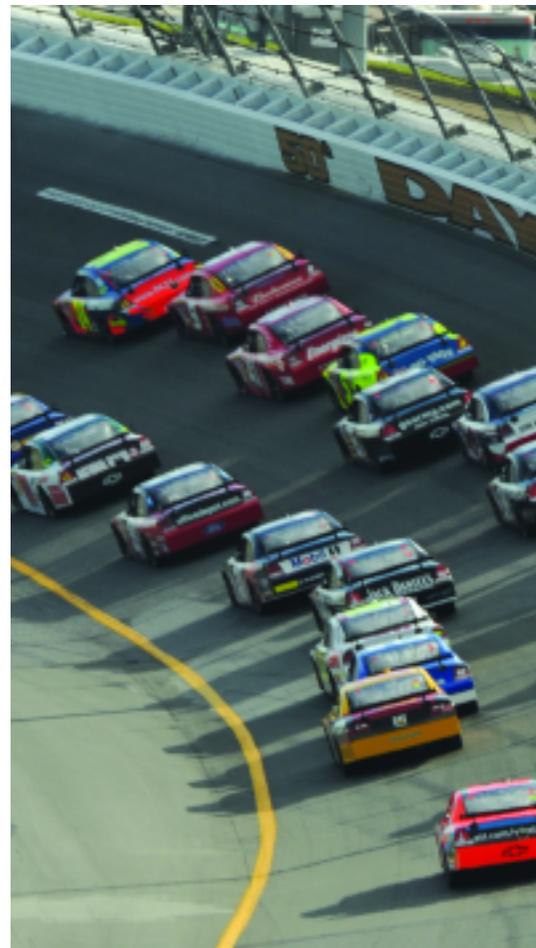
The investment we have made over the past 50 years has been more than financial. The time, effort, engineering and research that have gone into developing and

Much of our commitment comes with how we view our relationship... We view ourselves as a supplier of performance products necessary for great racing.

manufacturing great tires for all forms of racing is not something we're ready to relinquish. And it's certainly not something we'll turn our backs on when times get tough.

In fact, as racing has evolved, so has Goodyear. For example, last year we introduced a new rear tire for NHRA Top Fuel and Funny Car dragsters. The D2550 got great reviews from drivers and teams. We've worked closely with NASCAR and its Sprint Cup teams on tire tests with the "Car of Tomorrow," now the universal platform for all racing in NASCAR's top series.

Nobody places greater demands on our engineers than they do themselves. While everyone sees "Goodyear" on the sides of our racing Eagles and Wranglers, we see more than just a company. We see the name as representing our reputation, our experience and our dedication to making tires that deliver great racing every time out. That holds true not just for the Sprint Cup, Nationwide or Camping World circuits, but for all sorts of racing, including many of the



smaller series for which we supply racing tires.

So when you see Goodyear's name in big gold letters, whether at a Sprint Cup track, an NHRA drag strip, a dirt track or another local racing venue, remember that the name represents more than a tire company. It stands for a group of talented, passionate people who are committed to delivering great products for exciting performance on the track, both now and for many years in the future.



*Rich Kramer,
President
Goodyear North
American Tire*



NASCAR: Goodyear's Marketing Vehicle

Goodyear's involvement with NASCAR is not a typical racing sponsorship. Instead, the company is a "performance product supplier," without whom the competition would not be possible. That role creates a marketing vehicle that allows Goodyear to receive its return on investment in the forms of research and development breakthroughs, market reach and brand preference.

"We race every day to sell tires every day," said Justin Fantozzi, Goodyear racing marketing manager. "All the different venues we compete in bring opportunities to leverage global consumer tire sales." According to Fantozzi, the two primary functions of the racing division's marketing activities are:

- *Supporting sales managers in selling race tires and delivering them to the end users, whether it is for a NASCAR Sprint Cup series race or a smaller racing venue, and*
- *Supporting North American Tire and other global regions with consumer tire sales.*

In an effort to achieve Goodyear's marketing goals, NASCAR marketing manager Kris Kienzl uses relationship marketing to connect with Goodyear's key customers: consumers, dealers, distributors and, of course, NASCAR.

"Marketing is all about relationships," Kienzl said. "It is identifying and maximizing relationships between products, forging relationships between producers and retailers and reinforcing Goodyear's relationship with NASCAR and the millions of NASCAR fans out there.

"Goodyear has very strong brand recognition among NASCAR fans," she added. "The key is taking

that recognition and turning it into preference when they need to purchase new tires for their vehicles. People tend to think about tires only when they need them every few years, so it's up to us to communicate what our involvement in NASCAR means as it relates to the tires we produce for their vehicles. Goodyear engineers use the knowledge gained from NASCAR tire development and translate that into innovative technologies which go into tires people use every day. We're constantly evolving with this sport, and I think that's really important to the development of our consumer products."



*Kris Kienzl,
Goodyear NASCAR
Marketing Manager*

Goodyear marketers work through many different channels to develop and implement effective marketing communications and promotional plans. Kienzl works to grow consumers' affinity for the Goodyear brand by maximizing the company's NASCAR sponsorship in the marketplace. This work involves not only televised advertising during race broadcasts, but also activities at tracks and with local retailers.

"There are approximately 45 million to 75 million people in the United States who consider themselves to be NASCAR fans," said Joey Viselli, Goodyear brand director. "They come from all walks of life and are from every geographic region of the country. Depending upon their lifestyle, millions are exposed to the NASCAR name on a daily basis, which in turn promotes the Goodyear brand."

When consumers are in the market for tires, broader themes such as Goodyear's innovation and commitment to quality are best communicated through the company's

primary customer-base – the dealers, or the "people behind the counter."

Goodyear Marketing works to rev up dealers about Goodyear and its products by taking them through behind-the-scenes garage tours at NASCAR events and providing them with promotional information, training, and opportunities to win NASCAR tickets.

"The garage tours, in particular, help us showcase Goodyear's dedication to NASCAR as well as the best qualities about our products. We also get to show them that Goodyear is not just a tire supplier, but works closely with NASCAR to get the drivers to the finish line," Kienzl said.

The value of the Goodyear brand and a team mentality shines through the racing division's customer-oriented marketing efforts. And, if you look around, you'll notice Goodyear Racing's and NASCAR's influence on promotions in many other departments across the company.

One theme Goodyear Racing tries to emphasize is its track-to-street innovations. To promote this idea, marketers work with Goodyear engineers to help build brand affinity by linking the company's new consumer product technologies with some of the latest race tires.

When NASCAR requested a new rain tire that could run at a Nationwide series road course in 2009, Goodyear engineers worked with marketing to identify the Goodyear Eagle F1 All Season as the best street tire that could be aligned with the new race tire being developed. It fit because one of the tire's main selling points is that it has superior wet-driving capabilities.

"By aligning the race tire with the consumer tire technology, we have a better opportunity to communicate our innovations in the marketplace," Kienzl said.



Fast Moving and Constantly Changing: Racing and Goodyear

Professional auto racing is the fastest moving and most constantly changing sport in the world. When you add the difficult economic times we currently live in, hitting that moving target with quality products and a winning strategy has become increasingly difficult. But The Goodyear Tire & Rubber Company has become known for precisely that.

“There is no better driver of technology than racing.” - Stu Grant

“The economy is affecting everything that we do these days and it’s having its affect on motorsports as anyone can see,” said Stu Grant, Goodyear’s general manager of worldwide racing. “The fact is, Goodyear has been racing for more than 100 years, and we’ve seen a lot of changes over those years, but we have remained committed to our racing involvement.

“Why? Because competition is important. There are pages of market research data that support the theory that people believe that the company that makes a winning car or a winning motor or a winning tire has the technical competence to make a product that they should buy. There is no better driver of technology than racing.”

And that’s an area in which Goodyear can use its most valuable resource – its highly trained,

“Over the recent past, our major NASCAR-related focus has been designing a tire that works well with the ‘COT’ Car of Tomorrow, which is entering its second full season of use on the Sprint Cup circuit.” - Stu Grant



committed and motivated professionals. On a daily basis, Goodyear executives, engineers and technicians confront one of the toughest set of challenges in all of sports – building a competitive tire that meets the most rigid standards known.

“Our engineers have to challenge the unknown in order to solve the complex problems faced in today’s racing environment,” said Grant. “So even with the challenges of an uncertain economy, there are lots of ways to justify continued involvement in racing – and it’s not just about technical advances.”

What Goodyear and many other companies involved in auto racing have found on the other side of competition is a great vehicle for their marketing platforms.

“There are advertising opportunities, marketing opportunities, personnel development, and so on,” added Grant. “But ultimately the end result is

the same – reputation: the reputation of a technically competent organization that produces high-quality products, and backs

up its claims with measurable success at the race track. It’s an organization that is committed to winning, a company that is committed to winning. Racing offers the visible communication of that message.

“A major part of our overall racing strategy is to align ourselves with series and forms of motorsport that fans are attracted to and lend themselves to marketing and promotions that support our business model,” Grant continued. “Chief among those are our involvement in both NASCAR and the NHRA. Both of these forms of motorsport have large and diverse





GOODYEAR



use on the Sprint Cup circuit. Our people, from bottom to top, worked extremely hard on tire development while all the time keeping up with the steep learning curve and rapid advancement of the teams and their car set-ups. In racing, the more things change, the more they stay the same. Teams and race-tracks are always changing, whether it's teams developing more sophisticated set-ups to gain an advantage over the competition or tracks being re-paved over time. What must stay the same is Goodyear's commitment to the sport and willingness to keep up."

As in NASCAR's top three divisions, Goodyear is the sole tire supplier to the National Hot Rod Association's top three drag racing divisions – Top Fuel, Funny Car and Pro Stock.

"Our involvement in the NHRA is a very important part of Goodyear's overall racing

program and we're building off an exciting 2008 season," said Grant. "Our new D2550 rear drive tire for the Top Fuel and Funny Car divisions was introduced last June and has proved to be very successful and popular among both drivers and teams."

fan bases, and give Goodyear a tremendous amount of exposure."

Certainly, being the official tire supplier to NASCAR's top three touring series – Sprint Cup, Nationwide and Camping World Trucks – is at the head of that effort. After first becoming involved in NASCAR in 1954, Goodyear gained its current "official" status in 1997, and has a contract to remain in place through 2012. In just these three divisions alone, Goodyear will provide over 150,000 tires for 98 scheduled events in 2009.

"Over the recent past, our major NASCAR-related focus has been building a tire that works well with the 'COT' (Car of Tomorrow), which is entering its second full season of

Additionally, Goodyear is also heavily invested in its sports car, short track and dirt track programs.

"The 2008 season was the first for the Star Mazda Series on radial tires and the tires did very well," said Grant. "Now we've extended our agreement with that series for five more years. The other sports car highlight we're building from last year is the 11 races Goodyear won in the SCCA Runoffs.

"Goodyear's short track program is very comprehensive and far-reaching, with us being involved in NASCAR's East and West programs, as well as the NASCAR Canadian Tire Series, NASCAR Mexico, UARA-STARs and the American Canadian Tour. On dirt, we remain the sole tire provider for the FASTER sanctioning body.

"With such a diverse landscape of options, our North American tire marketing and advertising teams can build programs around all areas of our racing program," summarized Grant. "This is all done with a very important eye toward increasing consumer tire sales. When it's all said and done, Goodyear being involved in motorsports is all about driving additional tire sales."

When dedicated fans of popular motorsports venues meet Goodyear's superior products, how could it be any different?





From the Track to the Street

Authentic Track-to-Street Innovation

All the products, components and technologies involved with auto racing are designed to help vehicles go fast – really fast. But how can these racing elements make a difference to consumers when they consider buying Goodyear tires?



Is the phenomenon of track-to-street technology, which is one of the primary areas of innovation in all of Goodyear, really that beneficial to the normal consumer?

You bet. The fast-paced environment of racing has allowed Goodyear to develop some of the most innovative tires in the world.

“We have gained a lot of tire knowledge by participating in the rugged off-road area of racing,” said Justin Fantozzi, marketing manager, Global Race tires and former engineer. “We can transfer some important data to the consumer side of our Wrangler and Fortera businesses.”

If you look at any type of racing series that Goodyear is involved with, you can see the company’s track-to-street evolution. Whether it’s off-road, touring, open wheel or stock car, for more than 50 years,

technologies made for high-speed vehicles have always seemed to inspire innovation used by everyday drivers.

“Our role as a NASCAR supplier allows us to use what we learn from our developments in NASCAR technology and transfer that to the street,” said Joey Viselli, director of the Goodyear brand.

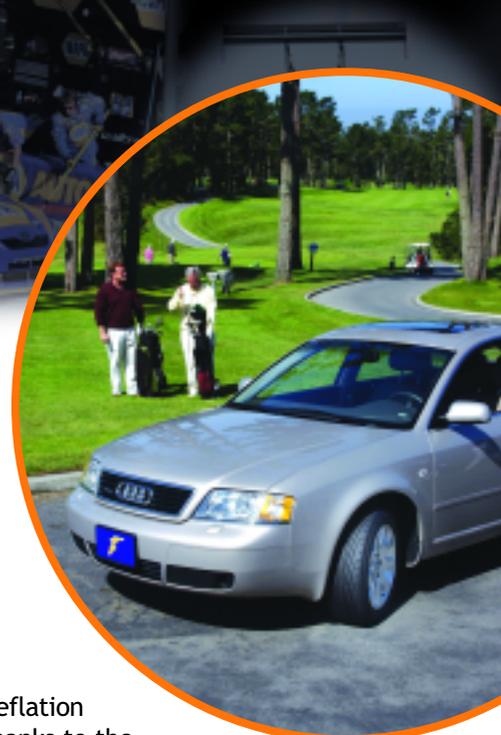
The company’s consumer product leadership can be attributed to many technologies that were first developed for racing, such as tires reinforced with carbon fiber and DuPont Kevlar®. These technological advancements are now incorporated in Goodyear’s Eagle and Wrangler consumer tires, providing high-performance vehicles and light trucks or SUVs with enhanced maneuverability, toughness and a quieter, more comfortable ride.

One of the more interesting innovations that crossed over from racing is Goodyear’s run-flat technology. In 1966, Goodyear

“Our role as a NASCAR supplier allows us to use what we learn... in NASCAR technology and transfer that to the street.” - Joey Viselli

developed an inner-liner for race tires to prevent racecars from decreased control after a sudden loss in tire pressure. This “tire within a tire” is often heralded as a significant breakthrough for both tire technology and racing because it helps keep drivers on the track and the road.

This offspring of the inner-liner – Goodyear’s RunOnFlat Technology – allows consumer-drivers to travel up to 50 miles at 50 mph after tire



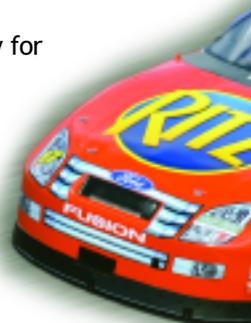
deflation thanks to the reinforced sidewalls that can support the weight of the car even when all the air pressure is gone.

It is Goodyear’s ability to make the transition from track to street that makes the racing division’s efforts so valuable to the company. However, Goodyear Racing’s operations affect more than passenger car tire technology.

The same radio frequency identification (RFID) tag that is used to track all NASCAR tires in real time was transitioned to commercial truck fleet applications when Goodyear launched its new Latin America Tire IQ program.

RFID was introduced in 2006 with NASCAR’s new tire leasing program that requires teams to return all Goodyear tires at the end of each race. The racing association wanted to level the field by making it impossible for teams to gain a competitive advantage over others by holding independent tests with unused tires. To help NASCAR enforce this new policy, Goodyear incorporated RFID tags to identify and monitor each tire that enters and leaves the track.

Using the technology for Latin America’s Tire IQ program enables commercial truck fleets to save money by monitoring their





tires' location, mileage, tread depth and air pressure.

Goodyear's NASCAR-technologies have contributed to the development of innovative consumer products and improvement of commercial customer services, but the assets used on behalf of Goodyear Racing also help research and development engineers determine the feasibility of their creations through prototype manufacturing.

Goodyear's Technical Center Manufacturing (TCM) unit in Akron, where all NASCAR tires are made, is a highly customized plant



with a lot of flexibility. NASCAR venues change each week and Goodyear must provide a tire that will perform well on each track.

The flexibility of TCM's race tire manufacturing operations translates to enhancements for passenger tires because it allows the facility to produce new consumer products on a smaller scale and provide engineers with a tangible product to test the feasibility of a tire before it is approved for wide-scale production. This allows the company to increase efficiency and save on production costs.

Innovation is a priority at Goodyear. The company innovates constantly to maintain its positive momentum. With its long history of technologies and products that go track-to-street, it's obvious, even to the NASCAR novice, that Goodyear Racing plays a vital role in keeping Goodyear on the leading edge both on and off the track.

2009 Venue Groupings

For Goodyear Eagle and Wrangler Racing Radials

NASCAR Sprint Cup Series, Nationwide Series & Camping World Truck Series

- Group 1** Daytona
Talladega
- Group 2** Charlotte
Chicagoland
Darlington
Homestead
Las Vegas
Texas
- Group 3** Atlanta
California (Fontana)
Dover
Kansas
Kentucky
Michigan
Nashville
- Group 4** Bristol
Indianapolis
Pocono
- Group 5** Indianapolis (O'Reilly)
Iowa
Memphis
Milwaukee
New Hampshire
Phoenix
Richmond
St. Louis (Gateway)
- Group 6** Martinsville
- Group 7** California (Infineon)
Road Course Montreal
Watkins Glen

Anatomy of a Tire Test



With NASCAR's new testing policy in place, there will be an increased focus on Goodyear tire tests held in 2009. Coming up with a proper tire recommendation for a particular race track is far more complicated than taking an educated guess or simply returning to what tires have worked in a previous season. Goodyear goes through an exhaustive process that involves several different groups of engineers, both at track and in laboratory testing, and a coordinated production and quality control schedule.

At regular intervals throughout the year, Goodyear determines if a formal tire test needs to be conducted. A test is often held if it's decided that some aspect of a tire combination's performance needs to be modified — more or less grip, more or less treadwear, etc. — or if there has been a significant change to the rules package or race track surface.

Sometimes tests are conducted just to confirm a tire recommendation for an upcoming race. In other cases, such as a newly configured race track, more than a dozen new constructions could be evaluated.

Every tire recommendation begins with a meeting of Goodyear engineers from its NASCAR product group, most notably Rick Campbell,

project manager and Mark Keto, lead engineer for stock car racing. Their goal is to come up with an idea of what they want to test based on previous experience, archives from other races, and analysis on potential constructions. Goodyear's dynamic test lab also helps come up with the potential compounds to test.

Once the plan is set and the test tires are built — and before Goodyear ever goes to the track — a complete suite of testing is done on each experimental tire design. This may include: endurance testing; measuring the tire's spring rate and the shape of its contact patch with

Most of the performance testing is done at Calspan, an independent automotive testing facility in Buffalo, N.Y.

Calspan's two-story tire testing rig is one of the only facilities in the world that can replicate the dynamic operating conditions of a NASCAR race tire.

the race track; its performance characteristics; and treadwear. Most of the performance testing is done at Calspan, an independent automotive testing facility in Buffalo, N.Y. Calspan's two-story tire testing rig is one of the only facilities in the world that can replicate the dynamic operating conditions of a NASCAR race tire.

After all that checks out, Goodyear is ready to go to the race track. This season, one team from each of the four NASCAR-sanctioned car manufacturers will be designated as the testers.

The specific teams will be rotated through the entire NASCAR community, while utilizing teams and drivers who will provide Goodyear with the best feedback at a particular track. Normally, two or three of those teams at the track will be designated to test tires, first establishing a baseline on a control tire and then running through the constructions that it is evaluating. These teams are used to collect the "subjective" feedback from the drivers.

To gather the more "objective" data, the remaining team or teams at the test will run Goodyear instrumentation and do some more fundamental testing to measure the operating conditions of each of the four tires on the racecar as it goes around the race track.

To get ready for the test, Goodyear will send an engineer from its advance group, headed by lead

engineer Chris Mileti, to work at a team's shop for two full days to help install all the instrumentation that will capture and record all loads and torques on each corner of the car. Also, the instrumentation is set up to measure the "slip" (the forward-to-rear slip ratio, which happens throughout every lap but is most exaggerated on extreme acceleration and deceleration), "steer" (once the tires turn) and "camber" (the tilt of the tire) angles.

Once collected, this data is used not only for the specific test, but also helps Goodyear build a



... a complete suite of testing is done on each experimental tire design. This may include: endurance testing; measuring the tire's spring rate and the shape of its contact patch with the race track; its performance characteristics; and treadwear.

database that can be used to replicate how tires react at a particular race track and under specific conditions from performance standpoints. In essence, these operating conditions can then be used for further analysis or downloaded to its testing equipment. This, in turn, improves Goodyear's ability to test its tires virtually or in the laboratory.

At the track, Goodyear also ties into each team's instrumentation to gather data like tire temperatures and the position of the car around the track based on speed, heading and acceleration.

After an on-track test, Goodyear's advance group and the NASCAR product group will get together to review all the data. The advance group, which has collected all the data generated through the instrumentation, brings its

"objective data." The product group, which has accumulated all the driver and team feedback, brings the "subjective data." Sometimes the result is to follow up with more lab testing, but most of the time enough work has been done to make a race recommendation.

There are places — Darlington Raceway in 2008 is an example — where Goodyear will return for a re-test. After Darlington was re-paved before last season's race, Goodyear scheduled a tire test to come up with a new tire recommendation. After the initial on-track session, Goodyear and the test drivers were happy with only the right-side tire they came up with. After conferring with all involved, Goodyear scheduled another session, or continuation test, with the same engineers, teams and drivers to establish continuity. Out of that second session came the correct left-side tire and the completed tire recommendation.

After the testing phase, there is a meeting between all members of both the advance and product groups, which includes tire designers, compounders, vehicle instrumentation engineers and computer simulation engineers. From that meeting, the company comes to a decision on an official race recommendation. The operations department — led by Greg Stucker, director of race tire sales — determines the number of tires Goodyear will need to produce for

that particular race and then schedules the production of those tires codes with the manufacturing group in Akron.

Throughout the production phase, Goodyear engineers stay involved with the process. The product group tests for consistency and then analyzes that data. The advance group takes 50 tires from each code and sends them to Calspan for a complete work-up



on them. That process takes a full week; after that, the advance group distributes all of its data to the teams. Therefore, even if teams are using a tire for the first time, they still have comprehensive tire data to guide their chassis set-up preparation.

As one can see, coming to a tire recommendation is not an easy process. It goes from conception, to construction, testing, production, quality control and team support. Goodyear and its engineers, operations people and manufacturing workers take great pride in producing the best racing tires in the world. With all that goes into the process, it's not hard to see why they succeed.





From up here, we see

a sport that's built on

grit, determination and

innovative tread compounds.



Unique mold shapes. 25 different tire codes. Tread compounds containing a complex mix of materials. These types of innovations are why NASCAR has trusted Goodyear tires on tracks across America for more than 50 years. Because grit and determination aren't enough if you don't have great tires.

goodyeartires.com



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Race Tire Sticker Data

Every new Goodyear race tire is delivered with a tire label.



Eight-Digit Barcode Identifier

Spring Rate Number

Tire Size (tire diameter, tread width and bead diameter)

Product Code

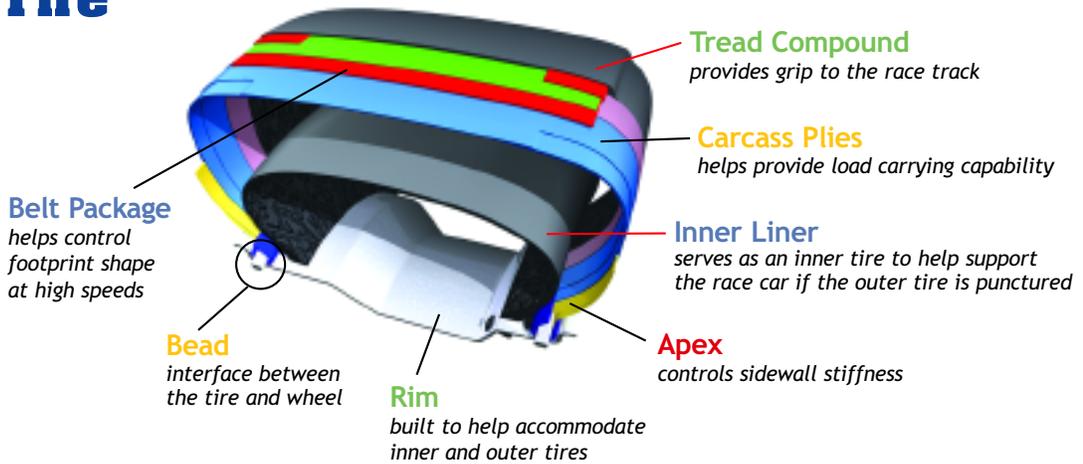
Tire Classification

Tire D Code
(identifies mold, construction and compound combination; also found on tire sidewall)

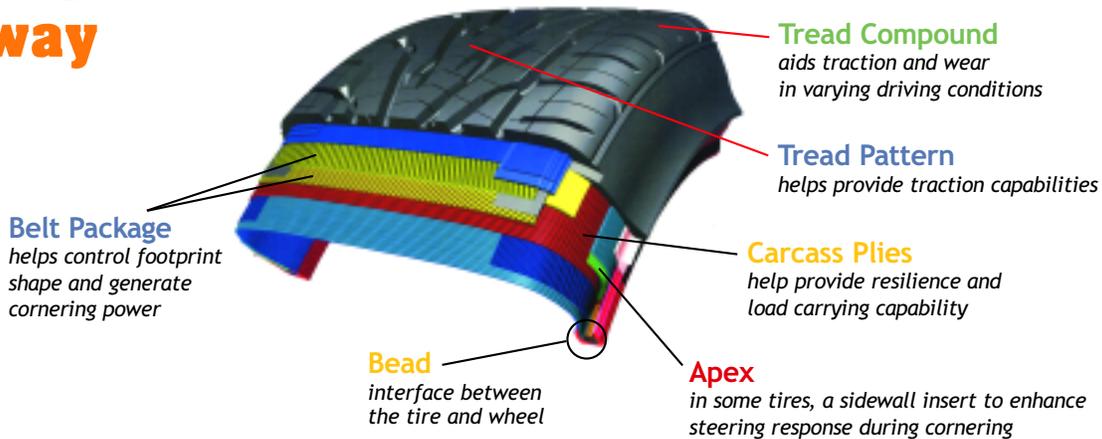
Sequence Number
(identifies tire production sequence)

Other markings on the race tire (not shown) include: F, H or X indicating type of final quality inspection. Two colored dots indicate the optimal match mounting position for the tire and wheel.

NASCAR Tire Cutaway



Passenger Tire Cutaway





Goodyear Keeps Drag Racing up to Speed



Goodyear's role as racing's most forward-looking tiremaker is especially evident in the field of drag racing, where consistency is measured in the thousandths of a second and racecars accelerate faster than a fighter jet leaving an aircraft carrier.

Everything about drag racing is dramatic, from the noise to the speed. And with all of that, Goodyear's tradition of continuous technical development sets the pace in the tiremaking industry.

Drag racing's intense popularity has led to a wild variety of engine and chassis combinations in the sport's various sanctioning bodies. That gives tiremakers a long list of applications and Goodyear's drag

racing line gives racers throughout the sport a chance to succeed.

"Drag racing is one of the sport's disciplines we are best known for," said Greg Stucker, Goodyear's director, racing tire sales. "Our

commitment to technology and development has been our hallmark and in the 2009 season, we'll have some new offerings that will showcase that commitment."

Goodyear will continue as the





As of the end of the 2008 season, Goodyear-shod Pro Stockers had won 356 consecutive races and 354 out of the past 356 top qualifiers raced on Goodyear tires.

As impressive as Goodyear's lengthy string of success in the professional classes has been, so too is the tiremaker's place among sportsman competitors. Witness the NHRA national championship runs in 2008 for Bill Reichert (Top Alcohol Dragster) and Brian Forrester (Super Gas), Jim Lintner's IHRA title (in Super Rod), Billy Harper's American Drag Racing League title (Pro Nitrous) and Cameron Coble's NMCA championship (Xtreme Street). Blake Williams won the Indicom Electric Arizona Super Comp title on Goodyear tires, Greg Forsythe took the Southern California Super Comp Association and Pete Bothe won the Southern California Pro Gas Association title.



sales account manager, drag racing. "We work every bit as hard on our sportsman development program as we do on the professional side. And we have to win races to sell tires to the sportsman competitors, so it's a very competitive effort. Obviously we've been pleased by our successes in 2008 and we want to keep that going in 2009."

Goodyear's line of Eagle Drag Racing Specials will be expanded for this season to include 28- and 29-inch tall tires for bracket racers.

The line will benefit from enhancements to help the tire be softer and grippier.

And while the tires Goodyear offers to all competitors in professional drag racing categories are of bias-ply construction, the tiremaker has developed new radial constructions for some sportsman categories. This line of Eagles will measure 31 inches tall and range between 13.5 and 15 inches across the tread with a 99.5-inch rollout.

The new radial offerings will compliment Goodyear's already successful line of 32- and 33-inch tall radial drag race tires.

Other radial offerings, providing a wide range of rollouts, also will debut in 2009. Racers can keep up with Goodyear's new developments on the Goodyear Racing website at www.racegoodyear.com.

exclusive tire supplier for the National Hot Rod Association's Top Fuel and Funny Car categories. The D2550 rear drive tire, which was introduced in June of 2008, has been a major success. The D2550 is also a very popular choice in the International Hot Rod Association.

Goodyear has long been the preferred tire in the NHRA's Pro Stock and, starting in 2009, Goodyear will be the exclusive tire provider for the Pro Stockers. The new agreement will extend a long period of excellence in a category that was open to competition among tiremakers. As of the end of the 2008 season, Goodyear-shod Pro Stockers had won 356 consecutive races and 354 out of the past 356 top qualifiers raced on Goodyear tires.

"We work every bit as hard on our sportsman development program as we do on the professional side." - Carolyn Ashbee

Forrester used the Goodyear D2532, which debuted during the second half of the 2008 season. The D2532 measures 33.5 inches tall, 17 inches wide and mounts on a 16-inch rim.

"The sportsman segment is a huge opportunity for a tiremaker," said Carolyn Ashbee, Goodyear's



Pro Stock

The Big Streak in Pro Stock

At the start of the 2009 season, cars equipped with Goodyear tires had won 356 straight Pro Stock races.

So how long has it been, really, since Goodyear lost a National Hot Rod Association Pro Stock race?

Consider this: the year was 1992. During the fourth race of what is now a monumental winning streak, Scott Geoffrion established a Pro Stock elapsed-time record with a pass clocked at 7.099 seconds. The Pro Stockers are almost half a second quicker now. The speed record at the time was 194.51 mph. The record now is 211.69 mph, held by Jason Line.

The Goodyear streak will not end soon. Effective with the start of the 2009 season, Goodyear will be the exclusive tire supplier for the NHRA's Pro Stock racers.

"We've worked closely with the competitors in the Pro Stock category, just like we do with the other

categories, pro and sportsman," said Greg Stucker, Goodyear director, racing tire sales. "We have to stay on top of the technology."

How long has the streak been around? When it started, the NHRA held only 18 races per season. When it started, Indianapolis Colts quarterback Peyton Manning was a high school player and his brother, current New York Giants passer Eli Manning, was still in grade school. A month after Goodyear's Pro Stock streak started, the Toronto Blue Jays won the World Series.

At the start of the 2009 season, cars equipped with Goodyear tires had won 356 straight Pro Stock races and Goodyear-shod racers included the quickest Pro Stock qualifier in 354 of those 356 events.

Six different drivers have won

championships during the streak and 26 drivers have won races. Warren Johnson has the most race wins, 64, and most championships, six, during the Goodyear streak.

"I love them," said four-time Pro Stock champ Greg Anderson of his Goodyear tires in 2008. "I love everything about them. That's a part you never have to worry about."

Anderson has won 57 races and three championships since the streak started in 1992. He held the elapsed time record, 6.536 seconds, at the start of the 2009 season.

During the streak, the Pro Stock category was open to competition among tiremakers. Some tiremakers tried but failed to end Goodyear's string of wins. The races in the Pro Stock category are decided by the slimmest margins in professional drag racing. Even the smallest advantage is desperately sought after.

Since 1992, the advantage has been with the cars racing on Goodyear tires.



D2550 Drag Tire *Goodyear Unveils Another Winner*

In June of 2008, Goodyear Racing brought a new tire to the National Hot Rod Association's event at Old Bridge Township Raceway Park in New Jersey.

That new tire, the D2550 rear drive tire for the NHRA's Top Fuel and Funny Car teams, proved to be among the most popular tires Goodyear has built. It drew raves from competitors and continues to do so.

Goodyear was – and remains – the sole tire provider for the NHRA's two fastest categories.

The new tire was an optional offering at both the New Jersey race and a week later at Norwalk, Ohio, before becoming the mandatory tire. While most teams in the two categories had participated in the new tire's developmental testing program, the competitors were allowed two races to acclimate themselves

“The race teams don't stop looking for ways to make their cars faster. We have to do the same thing.” - Carolyn Ashbee

to the new tire, with the idea that the teams could also use Goodyear's previous offering if they preferred.

No matter what they chose, drivers had a positive response to the new offering. “It's very well balanced,” said Cory McClenathan. “The footprint is good. When you take it back (to the pits after a run), it looks good.”

The D2550 was introduced when the Top Fuel and Funny Car cars

were still racing the full quarter-mile – 1,320 feet – for each run. Since that time, the sanctioning body has

shortened the racing distance for the cars in its two most powerful categories to 1,000 feet. The D2550 was praised for its effectiveness at both distances.

Funny Car driver Tim Wilkerson, who very nearly won the 2008 championship, said, “I don't know what they put in that new Goodyear tire, but God bless them.”

The D2550 looks very much like its predecessor, the D2420.

Both have a circumference of 115 inches, are 17 inches across the tread and mount on 16-inch rims. But looks can be

confusing. Goodyear's research and development work led to a different construction in the D2550, a difference not visible on the exterior of the tire.

The D2550 was the only tire allowed for use by Top Fuel and

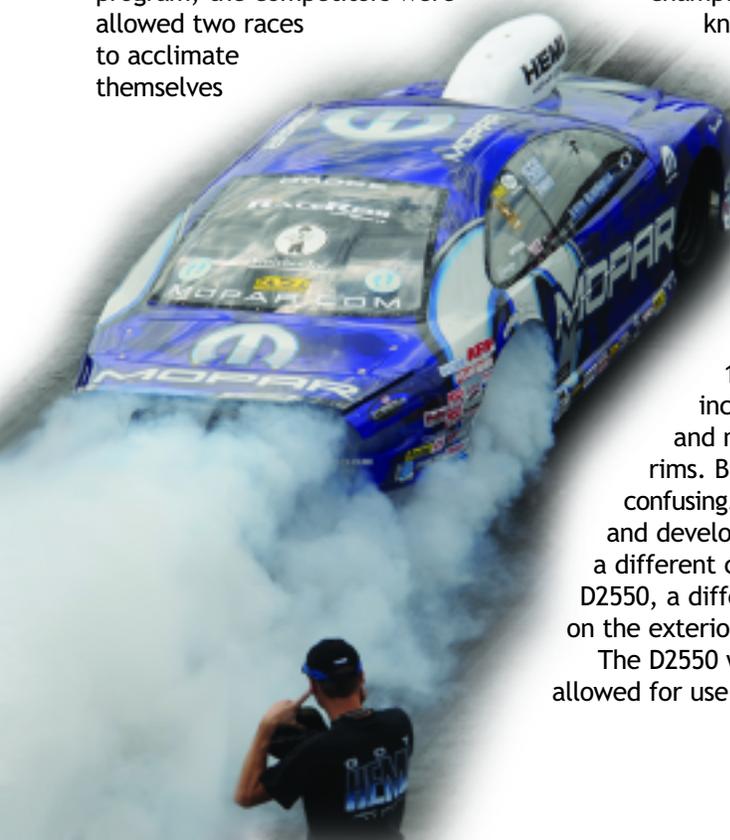


Funny Car teams when the Series arrived at Bandimere Speedway in Colorado. Tony Pedregon, another Funny Car ace, said after that event, “I think mission accomplished for Goodyear.” The Bandimere event was the first time the 1,000-foot rule was in effect.

The story of the D2550 is really the story of Goodyear Racing's development program. Simply put, the search for more technology never stops.

“The race teams don't stop looking for ways to make their cars faster,” said Carolyn Ashbee, Goodyear's sales account manager, drag racing. “We have to do the same thing. We have engineers at every NHRA race and we have research and development people here in Akron. Those groups are constantly working together.”

“We are learning from the D2550, just like we learn from every tire we build,” said Greg Stucker, Goodyear's director, racing tire sales. “And the teams benefit from everything we learn.”



Sports Cars

Goodyear's proud heritage of sports car racing superiority was built upon continued excellence in a wide range of racing situations, a tradition that will continue in 2009. In fact, Goodyear has expanded its list of road racing applications.

"It's been a busy off-season," admitted Greg Stucker, Goodyear's director, racing tire sales. "We've built tires for new applications and decided to re-enter several areas of sports car racing where we've competed successfully before."

The 2009 season will be the first of Goodyear's new five-year agreement to continue as the exclusive tire supplier for The Star Mazda Championship presented by Goodyear. The Star Mazda program, which includes a national championship series as well as age group and regional tours, is for open wheel, single seat cockpit racecars.

Goodyear has been the exclusive tire provider for the Star Mazda program since 1995, originally supplying bias-ply racing slicks to

At the request of the participants, Goodyear began supplying Goodyear Eagle Radial tires in 2008 and the tires were a big hit.

the competitors. At the request of the participants, Goodyear began supplying Goodyear Eagle Radial tires in 2008 and the tires were a big hit.

"We had a very successful introduction last year," said Bob Shaffer, Goodyear's sales account manager, sports car racing. "Our engineers and technicians designed and built a product that performed well and we worked with the teams to make the transition an easy one.

For 2009, The Star Mazda Championship presented by Goodyear has scheduled oval track races at The Milwaukee Mile and at Iowa Speedway. The series has held oval races in prior years, but not since the addition of the Goodyear Eagle Radials to the series.



The 2009 schedule will give us some new applications to work on, but we have a lot of experience with the tracks where Star Mazda is headed for the first time and that experience will pay off for the teams."

The technically advanced Star Mazda Series cars have attracted drivers seeking to move up in the world's road racing ranks as well as drivers and teams interested in competing on some of North America's top racing circuits simply for the joy of competition. In either case, the Star Mazda program offers a wide range of opportunity for experience.

"It's a great chance to showcase the radial tire's performance on oval tracks," Shaffer said. "Goodyear has plenty of experience with that application."

Goodyear Racing has long been proud of the way it frequently applies the technology developed for one racing application to another for the benefit of the competitors. That is especially true in road racing and it is especially evident in the Sports Car Club of America, where Goodyear has been the most successful tire-maker for decades.

Goodyear will continue as the exclusive tire provider for the SCCA's

Different Cars, Different Applications, Same Great Results



Goodyear Racing has long been proud of the way it frequently applies the technology developed for one racing application to another for the benefit of the competitors. That is especially true in road racing...

Spec Racer Ford class. The Spec Racer Ford class is among the largest in SCCA racing, featuring single-seat racecars designed specifically by the SCCA. The tightly enforced rules, plus Goodyear's manufacturing consistency, make the skill of the driver the key to winning SRF races.



"The tire is very consistent," said SRF champion Mike Miserendino. "To me, one of the strengths of this tire is that you can take a tire with five or six cycles on it, use it as a test tire and still get valuable information."

Miserendino won his third straight Spec Racer Ford championship during the 2008 SCCA National Championship Runoffs. Miserendino said the tires Goodyear provides for the class have met Goodyear's standard for consistent excellence, rain or shine.

"Our Goodyear rain tire is fantastic," Miserendino said at the 2008 Runoffs. "It's the best rain tire our class has ever had. Lots of grip, lots of stability, it gives you lots of confidence. That's something our cars have never had in the rain. It's a great rain tire."

No tiremaker could beat Goodyear's 11 wins at the 2008 SCCA National Championship Runoffs. The wins came in open wheel cars, touring cars, production classes and in SCCA-designed, single-seat classes.

Goodyear's 2009 Runoffs win total could get even bigger with the introduction of new DOT radial tires

for the SCCA classes required to use that type of tire.

"The DOT classes are an obvious target class," said Greg Stucker, Goodyear director, racing tire sales. "We've been successful in those classes in the past. It's important to remember that we believe Goodyear makes the world's best passenger car tires and the DOT racing classes give us an excellent marketing platform for that part of our business."

Short Track

Goodyear's Long Reach on Short Tracks



Goodyear's commitment to short track racing will be one of the themes for the 2009 season as Goodyear Racing Eagles will spread around North America at short tracks through touring series as well as weekly track programs.

The latest entry in Goodyear's... line of successful short track tires is the D2902, a racing slick for paved tracks... The D2902 will typically be the tire of choice for late model stock car programs, both for touring programs and weekly divisions at short oval track... but it could be used for other applications as well.

It is the largest segment for a race tire manufacturer.

Goodyear builds tires that fit nearly every short track application, from the heavy stock cars of NASCAR's developmental touring series to entry-level classes at weekly tracks, both on paved and dirt surfaces.

To keep up with the ever-increasing demand for short track racing tires, Goodyear developed short track race tire manufacturing in its Medicine Hat, Alberta, Canada, plant. This plant has been building Goodyear bias tires since 1968.

"Our short track racing program has been very popular," said Greg Stucker, Goodyear's director, racing tire sales. "When we moved our

short track racing tires to the Medicine Hat plant, it added a lot of flexibility to our manufacturing program."

Goodyear has renewed its agreement with NASCAR and will continue as the exclusive tire provider for the NASCAR Camping World Series (both East and West) and will remain the tire provider for the NASCAR Canadian Tire Series and the NASCAR Corona Series.

All four compete on Goodyear's proven line of bias-ply racing slicks. The four series represent the upper echelon of NASCAR's driver development ladder. All four schedules include speedways,

short tracks and road courses, which demand a variety of skills from the competitors and from the tire maker.

The two Camping World Series and the Canadian Tire Series

use the same line of Goodyear Eagle bias-ply tires. This gives drivers the confidence to race in different programs, knowing the consistent characteristics of their Goodyear tires.

The latest entry in Goodyear's decades-long line of successful short track tires is the D2902, a racing slick for paved tracks. The D2902 measures 27 inches tall and 10 inches across the tread. It mounts on a 15-inch rim and is equipped with Goodyear's A400 tread compound.

The D2902 will typically be the tire of choice for late model stock car programs, both for touring programs and weekly divisions at short oval tracks around the continent but it could be used for other applications as well.

One of the touring series that will feature the D2902 in 2009 is the United Auto Racing Association-Southern Touring Asphalt Racing Series (UARA-STARS) for late model stock cars. The series, which operates in the southeastern United States, has been a Goodyear customer since its inception in 2002.

The UARA-STARS will race at North Carolina's Rockingham Speedway for the first time in 2009 and that means Goodyear will supply a different tire combination





from the norm. The UARA's decision to race at Rockingham gives the competitors in the series an opportunity to race at one of stock car racing's most hallowed venues and they can do so with the knowledge that Goodyear has more experience with stock cars at Rockingham than any tiremaker.

Goodyear will continue to supply the competitors in the American Canadian Tour, and its sister series, the Serie ACT Castrol, in 2009. That relationship means that weekly programs around the northeastern US that use the ACT rulebook will rely on Goodyear to supply tires for their late-model programs.

New for the ACT cars in 2009 is a race at New Hampshire Motor Speedway, the one-mile oval where the NASCAR Sprint Cup Series has raced for many years. The NHMS race will be the first for the ACT series on a mile track but, again, Goodyear's long experience with the track and the bias-ply application will stand the teams in good stead.

"The UARA-STARS race at Rockingham and the ACT event at

Goodyear has renewed its agreement with NASCAR and will continue as the exclusive tire provider for the NASCAR Camping World Series (both East and West) and will remain the tire provider for the NASCAR Canadian Tire Series and the NASCAR Corona Series.

New Hampshire are classic examples of how our experience with NASCAR helps the short track racers," said Scott Junod, Goodyear's sales account manager, short track racing. "Our experience is unrivaled in the tire industry."

New to Goodyear's short track program are the American Speed Association's Northwest Late Model Tour. The ASA has regional touring divisions around the country

and has a weekly track program as well.

When you put it all together, Goodyear's desire to remain the leading tiremaker in short track racing reaches across the North American continent to help drivers reach their goals.

Dirt Track Racing

Crowd-Pleasing Action on Goodyear Tires



New for 2009 is Goodyear's G-32 line of dirt racing tires... aimed at everything from street stock classes to the open wheel dirt modified cars...



They broad-slide their way through every turn, throwing a crowd-pleasing shower of dirt behind them. They are dirt track racers and they have been part of America's racing scene since the advent of motorized competition.

And Goodyear is there with a wide range of offerings that fit dirt track applications from the entry-level divisions familiar to local race tracks around the country up to the top sprint car series that tour the continent.

"We're gearing up for a great year," said Scott Junod, Goodyear sales account manager, short track racing. "We've always been serious about dirt racing and our 2009 product line will be very popular with the racers."

New for 2009 is Goodyear's G-32 line of dirt racing tires. The G-32 line is aimed at everything from street stock classes to the open wheel dirt modified cars found all

around the nation. These tires are eight inches wide across the tread and mount on 15-inch rims. The tires have a new tread design and a new construction.

Some of the G-32 tires will include factory-produced sipes. A sipe is a small cut in a tread block, used for creating extra grip. For years, dirt racing teams dedicated one employee to cutting sipes in their tires on race day but many sanctioning bodies around the country now forbid teams from altering their tires. The rule saves race teams time and money.

By making the sipes part of the manufacturing process, Goodyear gives teams the performance they want without the extra expense in time and money.

"The Goodyears don't wear out and you know everyone else is on the same tire. The tires are consistent." - Royce Bray

"This is an attempt to keep the teams from needing to do all that," said Junod. "More cutting edges will help create more forward bite. That is especially helpful in dry-slick conditions."

Goodyear continues its role as the exclusive tire provider for FASTRAK, the nationally prominent sanctioning body for late model dirt track racing. Goodyear has been the FASTRAK tire supplier since its founder, Stan Lester, started operations.

The FASTRAK goal, to provide dirt track racers with an economically sensible opportunity to race, has



proved to be popular with racers around the country. Goodyear's quality performance tires have been a good fit for the program, according to Grand National Champion Royce Bray of Hull, Georgia.

"I've been very pleased," Bray said after the 2008 season. "The Goodyears don't wear out and you know everyone else is on the same tire. The tires are consistent."

FASTRAK has five regional tours around the country and a weekly program for competitors who want to race close to home. Everyone of those FASTRAK teams race on Goodyear tires and the Goodyear Racing Eagles have been popular with the drivers.

"You don't have to buy a whole set every time you race," said Bray, a 17-year racing veteran who drives for Kenny Harris Motorsports. "You might buy two tires."

Goodyear continues to compete on the highest levels of sprint car racing, including the World of Outlaws Series for winged sprint cars. Kerry Madsen, who raced on Goodyear tires, won the WoO's Hard Charger Award in 2008.

The WoO rules require all teams to use the same right rear tire but allow teams to choose the other

three tires. Madsen and others prefer to choose Goodyear.

No form of racing takes its competitors to greater heights than hill climbing and Goodyear rises above the clouds every year. Paul Dallenbach won the coveted Open Wheel Class title at the 2008 Pikes Peak International Hill Climb on four Goodyear tires and Goodyear will be back in 2009.

When it comes to dirt racing, nobody does it quite like Goodyear.



Fast Facts

Beginning in 2001, tire spring rate information was included with every NASCAR Sprint Cup, Nationwide and Camping World Truck series tire to assist the teams

in setting up their vehicles.

Race tires can use up to 10 types of processing oils that help give these tires their grip and longevity. Passenger car tires generally rely on half that many oils.

A slick treaded race tire provides the optimum grip for braking, acceleration and cornering in dry conditions, but a street passenger tire with a grooved pattern on its tread is a feature that allows it to perform in all weather conditions.

The yellow block lettering on the sidewall of Goodyear's race tires debuted at the Indianapolis 500 in 1992. The first yellow-lettered Eagle radials used in Sprint Cup competition came in November 1992 during the season finale at Atlanta Motor Speedway.

To streamline tire production and distribution, Goodyear reduced the number of tire codes used for Sprint Cup, Nationwide and Camping World Truck from 38 in 2000 to about 15 in 2001, 20 in 2003. With full use of the COT in Sprint Cup in 2008, there were about 24 codes.

Use of bar coding for inventory control and tire tracking in the Sprint Cup Series began in 1999.

Radio Frequency Identification chips were inserted into race tire sidewalls for quick inventory tracking, beginning in 2006.

While Goodyear "tire busters" fill all tires at the track with dried air, many teams refill them with nitrogen for less tire pressure buildup during a race.

The "footprint" or contact patch of a NASCAR Sprint Cup tire – the amount of rubber that is touching the track surface – is roughly equal to the footprint of a men's size 11 shoe, or one square foot.

All NASCAR race tires have several "wear pins," across the tire tread, little holes to measure the depth of the tread left on the tire to indicate wear.

Goodyear's Sprint Cup tires are subject to more than 2 Gs of force when cornering at the Indianapolis Motor Speedway during a race like the Brickyard 400 – twice the force that a skydiver feels in a free fall.

Each year, Goodyear's Akron Technical Center produces more than 150,000 Eagle and Wrangler radial race tires for NASCAR alone.

Jeff Gordon won 1994's inaugural Brickyard 400 NASCAR stock car race – the first non-Indy car race held at Indianapolis Motor Speedway – running on Goodyears.

The life of a race tire can be as little as five seconds on a Top Fuel dragster, while the life of a passenger tire is measured in years.

Goodyear could build a race tire to last an entire race, but to do so, engineers would have to reduce traction levels and the handling characteristics of the tire. Since it takes longer to refuel the car than to change four tires, the Goodyear engineers' goal is to build a tire to last a full fuel run.



Because NASCAR race tires are smaller and have a narrower tread width, and the cars

weigh more than double that of an open wheel car, NASCAR tires require a harder rubber compound than in any other racing series.

19 of the past 28 World of Outlaws Champions has ridden on Goodyear bias tires.



At the start of a run, a Top Fuel driver is subjected to a force equaling 5 Gs.

The tubeless inner liner tire is used at all Sprint Cup, Nationwide and Camping World Truck series races at tracks more than one mile in length. It also is mandatory at Bristol on the right side tire positions.

Fans who buy used NASCAR race tires have been known to make them into coffee tables, swings and jewelry. Goodyear also donates some used tires for auctions and fund-raising events.

2008 Goodyear Racing Champions

Oval Track Racing

NASCAR Champions

Sprint Cup Series	Jimmie Johnson
Nationwide Series	Clint Bowyer
Craftsman Truck Series	Johnny Benson
Camping World Series East	Matt Kobyluck
Camping World Series West	Eric Holmes
Canadian Tire Series	Scott Steckly
Mexico Corona Series	Antonio Perez
American Canadian Tour	Patrick Laperle
Serie ACT Castrol	Alexandre Gingras
UARA-STARs	Jake Crum

FASTRAK Late Model Champions

Grand National	Royce Bray
North East Region	Max Blair
Great Lakes Region	Craig Bartz
Midwest Region	Billy James
Pacific Region	Terry Ferrando
Southeastern Region	Lee Cooper
Weekly Racing Series	Max Blair

Drag Racing

NHRA Champions

Top Fuel	Tony Schumacher
Funny Car	Cruz Pedregon
Pro Stock	Jeg Coughlin
Top Alcohol Dragster	Bill Reichert
Super Gas	Brian Forrester

IHRA Champions

Top Fuel	Spencer Massey
Funny Car	Terry Haddock
Pro Stock	Pete Berner
Super Rod	Jim Lintner

ADRL Champion

Pro Nitrous	Billy Harper
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NMCA Champion

Xtreme Street	Cameron Coble
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Indicomp Electric Arizona

Super Comp	Blake Williams
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Southern California Super Comp Association

Greg Forsythe

Southern California Pro Gas Association

Pete Bothe



Photo courtesy of George Tiedemann

Sports Car Racing

SCCA National Champions

Formula Ford	Chris Keller
Formula Mazda	Franklin Futrelle
E Production	Jesse Prather
F Production	Rick Harris
H Production	Dan Collishaw
GT1	Bill Gray
GT3	Pete Peterson
GT Lite	Peter Zekert
CSR	J.R. Osborne
DSR	J.R. Osborne
Spec Racer Ford	Mike Miserendino

Star Mazda Series presented by Goodyear

Star Mazda Championship	
Overall	John Edwards
Expert Class	Chris Cumming
Master Class	Chuck Hulse
West Coast Pro	Patrick O'Neill
Formula Mazda Challenge	
Standard	Bill Weaver
Pro	Kevin Woods
Southwest Pro Formula	Austin Snader
Southwest Standard	
Formula	Keith Young, Jr.

American Stock Car

Challenge	Bryan Hintz
American Stock Car Challenge Unlimited	Manuel Gil Del Real

Flat Track Motorcycles

AMA Flat Track

Grand National Singles	Jake Johnson
Grand National Twins	Kenny Coolbeth

Hill Climbing

Pikes Peak International Hillclimb

Open Wheel	Paul Dallenbach
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Jimmie Johnson (left), the 2008 Sprint Cup Series champion receives the Goodyear Gold Car from North American Tire president Rich Kramer.

This marks the 23rd year that Goodyear has presented a 24-carat gold replica of the champion's car to the winner. This hand-engraved creation is the work of Michael Dunlap, who has been sculpting the Goodyear Gold Car since 1985. The presentation was made at NASCAR's year-end banquet in December.



Key Points In Goodyear's Racing History

1901

Goodyear's first foray into racing, and its first victory, came when Henry Ford put Goodyear rubber on his car sponsored by the Detroit Driving Club.

1916

Goodyear launched its first serious race tire development program. Cars equipped with Goodyear Cord Tires began dominating U.S. racing circuits.



1919

Goodyear tires were on the winning car in every major race this year, including the Indianapolis 500.

1922

Having accomplished its goals and faced with economic uncertainty, Goodyear dropped out of active racing participation.

1954

Goodyear conducted tire tests at Darlington, S.C., for the NASCAR Convertible Series. The featured Goodyear tire was the Police Special. It marked the unofficial re-entry into racing.

1957

Goodyear asked NASCAR drivers Lee Petty and Darel Dieringer to do limited race tire testing in West Palm Beach, Fla.

1958

The company's official re-entry into racing.

1959

At NASCAR's Darlington race, Goodyear went head to head against Firestone. Driver Jim Reed finished first on Goodyear tires.

1960

Goodyear won its first international sports cars race with Maserati driver Stirling Moss at the Grand Prix of Cuba, and won the Daytona 500.

1963

A.J. Foyt persuaded Goodyear to authorize a development program for the Indy 500, after a 44-year absence.

1964

Foyt won the Indy Car season's first race (Phoenix) on Goodyear racing tires.

Goodyear won the 24 Hours of Le Mans with Dan Gurney and Bob Bondurant in a GT Cobra.

1965

Twelve Indianapolis 500 cars ran on Goodyear tires, starting the Indy Car phase of the tire war with Firestone.

Goodyear developed the crashworthy fuel cell for Indianapolis-style cars, to reduce the risk of fire.

Goodyear won its first Formula One World Championship title.



1966

Goodyear produced its Lifeguard Inner Liner Safety Spare for NASCAR stock car racing, referred to as the "tire within a tire." NASCAR mandated its use. Goodyear shared its tire safety technology, even in the throes of a tire war.

1967

A.J. Foyt rolled into Victory Lane at the Indianapolis 500 on Goodyear tires — the company's first Indy 500 win since its re-emergence in racing.

1968

Since 1968, every NASCAR champion of the premier Sprint Cup (formerly Nextel, Winston Cup and Grand National) has been on Goodyear tires.

1974

Firestone withdrew from all forms of racing.

1978

The tire war began between Goodyear and Michelin in Formula One racing.

1980

Goodyear's Eagle tire replaced Blue Streak as the official designation for its racing tires. The company's high-performance passenger tires also adopted the Eagle name.

Formula One race tire production moved to Akron, Ohio, from Wolverhampton, England.

Goodyear withdrew temporarily from Formula One racing from December 1980 to June 1981.

1982

Since the startup of the NASCAR Nationwide (formerly Busch) Series in 1982, all the champions have won on Goodyear Eagles.

1983

Goodyear's radial rain tire for Formula One cars introduced at the Monaco Grand Prix, featured a unidirectional "Gatorback" tread pattern.



1984

Goodyear introduced its radial slick tread tires to Formula One. The first radial victory was at the Belgium Grand Prix.

Michelin withdrew from Formula One racing.

1987

Hoosier, a Lakeville, Ind., racing tire company, competed with Goodyear in the NASCAR Nationwide Series.

1988

Hoosier entered NASCAR Sprint Cup racing. A Hoosier win at Richmond, Va., stalled Goodyear's Cup win streak at 464.



1989

Goodyear introduced the radial tire at North Wilkesboro, N.C. — and Dale Earnhardt won the race. Hoosier soon withdrew from NASCAR's top tier.

1991

Goodyear's tubeless version of the inner liner safety spare, or shield, was introduced. It eliminated the innertube and most tire air equalization.

1992

Goodyear introduced its Short Track Special racing Eagle for asphalt tracks and launched new yellow-lettered Eagle race tires for Sprint Cup.

1993

Every race on the Sprint Cup schedule ran on the new breed of Goodyear Eagle radial racing tires. Bias-ply tires were relegated to the history books.

The Aquatro wet weather tire was introduced in Formula One.

1994

Hoosier returned to Sprint Cup and Nationwide racing, but withdrew at the end of the season.

Goodyear reached two milestones: the 300th victory in Formula One at Barcelona, Spain, and the 300th consecutive victory in Indy Car at Vancouver, B.C.

1995

Goodyear was the sole tire supplier to four top racing series, all with open tire rules: Formula One, NASCAR Sprint Cup, NASCAR Nationwide and NHRA drag racing's top classes.

The 1,000th Goodyear victory in Sprint Cup racing was reached in April by Jeff Gordon at Bristol.

In competition with Bridgestone on the Indy Car circuit, Goodyear won 15 of 17 races, including the Indianapolis 500.

1996

The Indy Racing League was formed, splitting from CART. Goodyear continued to battle Bridgestone in both series.

1997

In April, Goodyear became the "Exclusive Tire Supplier for NASCAR's top three series."

1998

Goodyear introduced its wet racing tire for NASCAR Sprint Cup, Nationwide Series and Craftsman Truck road course events.

After 368 victories and 25 Drivers' World Championships in Formula One, Goodyear resigned as a tire supplier after the 1998 season.

1999

Goodyear left open wheel racing's CART and IRL series. In the four-year IRL history, Goodyear earned two driver titles, two tire manufacturer titles, two Indy 500 wins and 17 total victories.

2000

Goodyear's joint effort with the General Motors Corvette racing program paid off with the brand's first two road racing victories.

2001

Goodyear was named the sole tire supplier to the NHRA's Top Fuel and Funny Car classes.

2002

Just 18 Eagle radial tire codes served the Sprint Cup, Nationwide and Craftsman Truck Series, where Goodyear is the official tire supplier through 2012. The company had compiled 1,260 Sprint Cup victories.

During its return to NASCAR North Series, Goodyear tires helped set 11 track qualifying records.

2003

Goodyear rubber was exclusive in the new NASCAR Grand National Division's West and Busch North series.

Production of bias-ply race tires for sports, sprints and drag cars returned to the Akron Technical Center Manufacturing Plant from Goodyear's Santiago, Chile, plant.

Grand-Am's new Daytona Prototype sports car class competed solely on Goodyear radials.

2004

Goodyear celebrated 50 non-stop years of NASCAR involvement.

In the last three SCCA National Runoffs, Goodyear tires won 64 percent of the time.

Goodyear linked its Wrangler light truck and SUV tire marketing to NASCAR racing by putting the brand on the sidewalls of the Craftsman Truck Series tires.

2005

Goodyear marked the Eagle tire brand's 25th anniversary, for both race and street tires. The NASCAR Sprint Cup Series logged a running tally of 1,374 Goodyear victories.

2006

RFID technology used for tracking tires under a new tire leasing program in NASCAR's top three series makes Goodyear the first in the tire industry to employ the technology on a production scale.

All race tire production is under one roof at the Akron Technical Center complex.

2007

Goodyear and NASCAR signed an agreement extending Goodyear's official tire supplier status through 2012 for the top three series.

NASCAR's Car of Tomorrow made its debut, with plans to run 16 of 36 Sprint Cup races. Goodyear aided the effort with more than a year of extensive tire testing to help produce the best performance package.

2008

Tire development continued for the COT, as NASCAR ran it full time, for the first time at every Sprint Cup race.





Rain Tire Makes a Splash

During the 2008 racing season, the NASCAR Nationwide Series made history by running a points-paying race in wet conditions at Circuit Gilles Villeneuve in Montreal. While Goodyear was a major part of that event with its wet weather radials, just being a part of history is not good enough for the tiremaker. That is why Goodyear will come out with a brand new wet tire for 2009.

“The new rain tire... introduces the use of carbon fiber technology into NASCAR, previously used in our Goodyear F1 race tires.” - Ryan Copeland

Series teams running a larger tire on road courses in 2009.

“In 2007, with the introduction of the COT at road courses, the Sprint Cup Series went to a larger tire set-up,” explained Copeland.

track. Included in these steps were mold shape development for performance, iterative analysis of the tread pattern to produce outstanding grip and performance in wet weather conditions, construction evaluations for performance, compound studies for wet weather performance, lab testing and track performance testing.

That on-track testing included a session with current NASCAR Sprint Cup and former F1 driver Juan Pablo Montoya in November, 2008.

“We tested the new rain tire at our

San Angelo, Texas proving grounds with Juan Pablo

in one of Chip Ganassi Racing’s Nationwide cars,” said Copeland.

“A course was set up on the Vehicle Dynamics Area, which can be flooded with water to a controllable depth. What we found was that the new rain tire produced more lateral and longitudinal grip when compared to the previous rain tire and reduced the fastest lap time from 51.1 seconds to 48.2 seconds.

“The new tire is definitely better for grip and wet performance. With the new tire, the driver can be more confident, thus allowing him to make more of a difference.”



“The new rain tire is deeply rooted in Goodyear racing history,” said Ryan Copeland, Goodyear engineer. “The construction introduces the use of carbon fiber technology into NASCAR, which we previously used in our Goodyear F1 race tires. The new NASCAR rain tire uses that carbon fiber technology to help reinforce both sidewalls for crisp handling and enhanced contact with the road during racing maneuvers. A road car version of the tread pattern is also featured on our Goodyear Eagle F1 All-Season high performance car tire.”

While the new tire’s performance will certainly be enhanced, what precipitated this move was a change that will have NASCAR Nationwide

“In 2009, this larger set-up will also be used at Nationwide Series road courses. Therefore, an equivalent size rain tire was needed for Nationwide that would allow the teams to switch from dry to wet race tires without affecting car set-ups.”

As it develops any new tire, Goodyear went through an exhaustive process from conception to the





26

IRWIN
Industrial Tools

GOODYEAR

EAGLE

RR-9

P16

The Goodyear Tire & Rubber Company
Corporate Overview

Goodyear employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world.

The Goodyear Tire & Rubber Company
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