



GOODYEAR

2011 RACING MEDIA GUIDE



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

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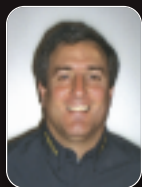
Curt Andersson
President
Goodyear North
American Tire

WELCOME

to another racing season and what promises to be another exciting year for Goodyear. One of our company's greatest assets is the power of the Goodyear brand, which we believe is stronger and more relevant than ever. For many consumers, the first – and perhaps strongest – relationship to Goodyear is at the race track. Whether they are dirt tracks, drag strips or 100,000-seat speedways, these venues are where our brand begins to build value in the minds of consumers.

Goodyear's relationship with NASCAR, NHRA and the many other forms of racing is more than just a sponsorship. We are an active participant in the performance and success of the sport, a role we take very seriously. Some of the most impressive examples of our company's innovation and technology have been born in our racing division. They encompass everything from compounding and materials application to testing and product performance analysis. We are as committed to providing quality and performance in our racing tires as we are to making the world's best tires for any other application.

We are looking forward to a great 2011 season of racing and hope you share Goodyear's excitement and anticipation.



NASCAR RACING

Mike Siberini

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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

Lee Elder

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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.

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.



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 squad, 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.



Dave Leffler – Director, Race Operations
The Ohio State University (1980); Joined Goodyear: 1990

Dave graduated from the Ohio State University with an MBA in finance and joined Goodyear in 1990 after working 10 years in various financial positions with transportation and management consultant firms. Since joining Goodyear, Dave has held a variety of positions within Goodyear's finance organization, including Director, Financial Planning & Analysis, North American Tire, and Finance Director for Goodyear's off-highway business. Dave joined Goodyear Racing in 2008 and serves as a focal point for finance/operations and marketing.



Dan Harrison – Manager, Race Tire Product Engineering & Quality
Virginia Tech (1978); Joined Goodyear: 1978

Dan joined the Goodyear-Danville manufacturing facility after graduating from Virginia Tech with a degree in Mechanical Engineering. He moved to Akron in 1984 as a design engineer on the radial medium truck engineering team, followed by assignments in several North America manufacturing locations as part of the Quality & Technology organization. Upon returning to Akron in 2007, he became a project manager for the commercial truck tire team for both North America and Latin America. Dan joined Goodyear Racing in 2009 and is responsible for race tire product development and outgoing quality.



Justin Fantozzi – Marketing Manager, Racing
University of Cincinnati (1998); University of Akron (2002); 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.



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.



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. 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 2011 remains on drag, sports and dirt tires.



Bryce Jones – Sales Account Manager, Drag Racing
University of Nevada, Reno (2001); Joined Goodyear: 2003

Bryce graduated from the University of Nevada, Reno with a degree in chemical engineering in 2001. He earned his MS degree in chemical engineering from Northwestern University in 2003. Upon joining Goodyear in 2003, he worked in racing doing compounding for drag and sports car tires. He then worked from 2007 to 2010 at the Akron Mix Center as the section head of the testing laboratory. In early 2010, he became sales account manager, drag racing.



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.



Rick Heinrich – Sales Account Manager, Sprint Cup Series

Western Illinois University (1985); Joined Goodyear: 1985

Rick joined Goodyear’s retail store division in 1985 after graduating from Western Illinois University with a degree in business. Rick moved to Goodyear’s headquarters in Akron in 1990 as an accountant in retail operations and after three years he was named the operations manager for the Commercial Tires Centers. He joined the Goodyear racing division in 2002, where he managed the distribution and service of race tires for Nascar’s top three divisions. In 2008, Rick became the sales account manager for the NASCAR Sprint Cup Series.



Scott Junod – Sales Account Manager, Short Track Racing

Iowa State (1985); Joined Goodyear: 1985

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.



Chris Mileti – Lead Engineer, Tire Development, Drag Racing, Sports Car, Dirt Racing, Short Track

University of Akron (2000); Joined Goodyear: 2000

Chris joined Goodyear’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 Goodyear’s NASCAR advanced engineering group to work on technology development programs. He was named lead engineer of that same group in the spring of 2004. In January of 2010, he was named the lead engineer for Goodyear’s drag racing, sports car racing, dirt racing, and land speed record programs.



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.



Steve Petrescu – Sales Account Manager, Sports Car Racing

Cleveland State University (1992); Joined Goodyear: 1998

Steve graduated from Cleveland State University with a degree in industrial engineering. He joined Goodyear in 1998 as an area manager in race tires. In 2001, he was promoted to performance test driver and worked with Chrysler OE, eventually being promoted to automotive engineer, Chrysler OE account, in 2005. He began his work as sports car account manager in 2010, and will earn his Masters in engineering management from Cleveland State University by May 2011.

WHY WE RACE

Many major corporations in the United States have participated in auto racing in one way or another in recent decades. The opportunity for marketing products and services in front of the sport's loyal, advertising-savvy fans is too good to pass up.

For Goodyear, it isn't enough to buy a billboard or send one of the company's iconic airships floating over a packed speedway. No, when it comes to racing, Goodyear competes.

"It's a dynamic marketing platform in front of an appreciative audience,"

said Stu Grant, Goodyear's general manager, global race tires. "So the marketing component is compelling. Then, too, you have to understand the technology transfer we see from racing applications to the consumer. It

benefits our customers when we discover something during our racing development process and pass it along to the development teams in our consumer divisions."

And everything that the company learns from building the world's most successful racing tires inspires what gets rolled into the tires they build for consumer vehicles.

The values taken from competition have helped make Goodyear the most admired tiremaker in the world and the Akron-based company has always

understood why. For example, the March 16, 1920 editions of the Saturday Evening Post carried a full-page advertisement with a photograph of two racing machines on a high-banked board track and one word in very large print: Goodyear.

Marketing hasn't changed much in 90 years.

"When the fans sit in the grandstands during the Goodyear Knoxville Nationals or at a World of Outlaws Sprint Car race, we want them to see the big yellow lettering on our Goodyear Eagle racing tires," said Justin Fantozzi, Goodyear marketing manager for dirt track racing. "After the race, when the fans go to the infield to get autographs, they'll see the tires up close.

The payoff comes

later on, when they need tires for their family sedan. We want them to think of Goodyear."

The message is simple, really. No passenger car will put the same stresses on its tires than a racing car generates lap after grueling lap. And everything that the company learns from building the world's most successful racing tires inspires what gets rolled into the tires they build for consumer vehicles.

It's tough to stay on top in an intensely competitive sport like auto racing. Goodyear's development program is ongoing, whether it is for open-cockpit, single-seat cars such as those in the Star Mazda Championship presented by Goodyear road racing

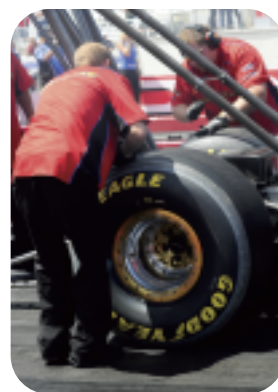


series, or the heavy, V8-powered stars of the NASCAR Sprint Cup Series. The cars in the two series are very different, but both programs race on Goodyear radial tires.

Because Goodyear is involved with almost every form of the sport, from the fire-breathing, ground-shaking machines of drag racing's Top Fuel and Funny Car categories to the entry-level weekly stock car racers at short tracks around the world, no tire company is involved with more different types of race cars than Goodyear.

"And we're proud of that," said Greg Stucker, Goodyear's director, race tire sales. "It progressively

multiplies our opportunities for both marketing and development. We know we are selling more tires because we race and we know our tires constantly improve, both on the track and



away from the track, because we have to keep ahead of the constant changes in automotive technology."



GOODYEAR AND NASCAR DRIVING RACING

The 2011 racing season marks Goodyear's 59th year of involvement with NASCAR, making that relationship one of the most successful in American professional sports history. It is a relationship that is built on hard work, mutual respect and even friendship.

"It's been a great association for 50-plus years. It's one of the longest lasting in all of motorsports, if not sports in general, and it has been a great working relationship," said Robin Pemberton, NASCAR's vice president of competition. "The lessons we learn on a weekly basis remind everyone to stay on top of everything. With the solid history of work ethic on Goodyear's part, we feel very comfortable."

But comfortable doesn't mean relaxed. The foundation of the relationship is an energy-driven, high-speed, success-oriented business. The only way it can succeed under those conditions is through communication.

"It's definitely an open-door policy, and we've built those relationships with Goodyear over many years," said Pemberton. "We can always walk away on race day, knowing that we had a great race and that Goodyear has been a huge part of that."

"Like any successful business relationship, it's built on continuous communication, confidence and

"Like any successful business relationship, it's built on continuous communication, confidence and trust." – Greg Stucker

trust," added Greg Stucker, Goodyear's director of race tire sales. "We're at the race track every week and we have almost daily communication with both NASCAR and its teams to stay on top of any impending issues and general changes in the sport. Those open lines of communication enable us to keep in tune with the technical developments of the sport."

NASCAR racing has provided many high points for Goodyear throughout the years and it has provided many challenges at the same time. But, perhaps, overcoming the obstacles on the way to success has made it all the more worthwhile.

"What I wish people could understand and appreciate is that Goodyear faces a constantly moving target," said Pemberton. "The normal aging of the racing surfaces we run on causes you to continually change tire recommendations

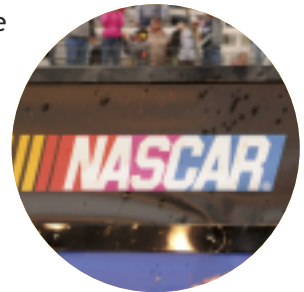
to make the competition better. Then, as teams continue to develop their cars, the speed they get comes at a penalty in the way of tire abuse. The gains in horsepower and faster lap times will continue to make it a moving target for Goodyear."

The "moving target" becomes less of an issue as long as you are willing to work hard and keep up. "One of the great things that

has come out over the last couple years has been the approach Goodyear has taken" added Pemberton. "As a company, they have made a great investment in their efforts in our sport. I feel like their efforts have been some of the biggest gains we had in NASCAR having one of its best and most competitive years in 2010. The things we've been doing over the past few years, with NASCAR meeting with teams, the manufacturers and with Goodyear, have made a large impact on our overall product."

To make such a positive impact on NASCAR, Goodyear has obviously made the sport a corporate priority.

"For Goodyear, it's not just the racing division that's involved in our NASCAR efforts – the support is company-wide. The gains in on-track performance have been the efforts of our whole research and development organization," said Stucker. "Our relationship with NASCAR is not just business, it's a lot more personal."



TACKLING A NEW CHALLENGE

As usual, Daytona Speedweeks this February marked the “official” beginning of the 2011 NASCAR racing year. For The Goodyear Tire & Rubber Company, however, preparation for the new season and the new track surface at Daytona International Speedway began all the way back in August 2010.

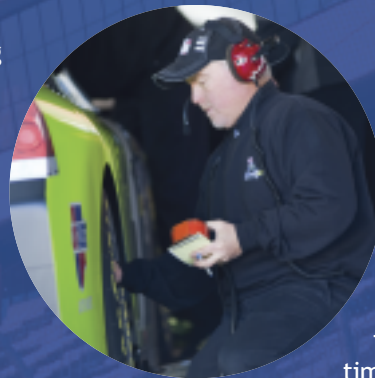
Simply keeping up with the fast-paced, ever-changing sport of NASCAR racing is difficult enough. When you add the extra challenge of a major repave at NASCAR’s most high-profile track, it becomes a major focus for nearly half a year. And even though work began on the track the day after last July’s NASCAR Sprint Cup race, it was very much in question whether

Goodyear would have access to the track to test until the new year.

“The Daytona repave project was quite a challenge from our perspective, because of the timing,” said Greg Stucker, Goodyear’s director of race tire sales. “Obviously, this repave was a huge undertaking, and the original timeline indicated the job wouldn’t be completed until January. Therefore, we had to come up with an alternate plan to get tires in time for Speedweeks 2011.”

One thing in Goodyear’s favor was the fact that Talladega Superspeedway – the track on the NASCAR circuit that is most similar to Daytona – was just repaved in 2006. Going through that process helped Goodyear come up with an early plan of action.

“Previous testing on the new Talladega surface helped to determine wear rates, speeds, tire loads and tire slips on the new Daytona surface because of the very strong similarities in track configuration and asphalt specifications,” said Rick Campbell, Goodyear’s NASCAR project



ago,” added Stucker. “Since Daytona and Talladega are the most similar tracks in configuration, it made sense for us to conduct our initial track testing at Talladega, which we did in August. At the same time, the Daytona repave was far enough along that a test strip of asphalt had been laid down. We conducted traction testing and

“A broad range of load cell instrumentation, slip and camber sensor data was previously generated at Talladega and the old Daytona surface for comparison to newly measured conditions on the repaved surface.” – Rick Campbell

manager. “We tested Talladega this past August, allowing us to re-benchmark the track surface and confirm performance comparisons for the final tire candidates that had been determined based on extensive internal laboratory testing and characterization.”

“Discussions with NASCAR, Daytona and the paving contractor indicated the mix for the Daytona repave would be the same as used in the Talladega repave of several years

surface characterization measurements on this new asphalt, as well as on the current Talladega surface.

“We compared those results with historical data we had on the two surfaces, which confirmed the asphalt on the two tracks should behave very similarly,” Stucker continued. “Armed with all these analytics and the on-track results from the Talladega test, we decided upon our tire combination for Daytona.”



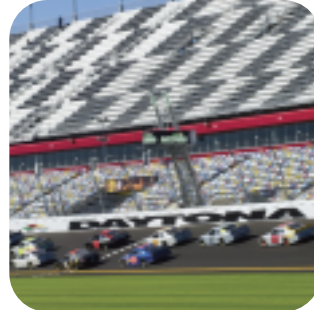
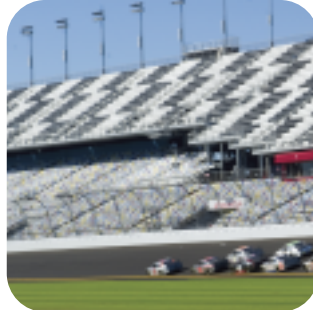
AT DAYTONA

Going into that decision were several very technical tests, as well as some intense study of past on-track performance.

“Models of choices for the 2011 Daytona 500 were run prior to the Daytona tire test in December to generate performance comparisons,

The Daytona repave project was blessed with some great summer and fall weather, and it was completed ahead of schedule.

which we then validated when we got on the track in mid-December,” explained Campbell. “A broad range of load cell instrumentation, slip and camber sensor data was previously generated at Talladega and the old Daytona surface for comparison to newly measured conditions on the repaved surface. A new optical scanning technique was also completed on the old Daytona, the new Talladega and the new Daytona surfaces to measure the micro-textures of the different asphalts to help predict wear rates and grip potential. Finally, extensive lab performance testing of the final tire selections were completed prior



easier. It was a much more relaxed holiday than if we wouldn't have had that opportunity to be on the track in December,” Stucker added. “Obviously we have to thank all the teams that participated in the Daytona test in December. That time of year is really the only time people get much of a break, and to have so many organizations commit the time and effort to help

to the December track test which then just confirmed performance.”

With all that work completed, and the 2011 race rapidly approaching, Goodyear compiled and studied all its data and came up with a tire recommendation for the Daytona 500.

“Production was started at the end of October,” said Stucker. “Fortunately, the Daytona repave project was blessed with some great summer and fall weather, and it was completed ahead of schedule. The Speedway committed the first available dates to us, and we invited all Sprint Cup teams to come and run on December 15-16 to confirm our choice of the tire combination. By that time, production of the 10,000 tires we needed for January testing and Speedweeks was nearing completion.

“We knew we had done our homework, and we were very happy with the tire package we had put together. But to get it on the new surface at Daytona, with so many cars in both single car and drafting situations, made us all rest a bit

us confirm our tire package is greatly appreciated.”

NASCAR scheduled an open test at Daytona for Sprint Cup teams in mid-January, and that further confirmed that Goodyear's tire recommendation was spot on. Teams were able to run around the Speedway's new surface at race-level speeds with great stability and optimum tire performance.

...We have to thank all the teams that participated in the Daytona test in December.

So, with the Daytona repave project now complete, Goodyear can now take a breath and relax for awhile. Not exactly.

Keeping up with all the tracks NASCAR's top-three divisions run at is a full-time job, and the next repave is right around the corner. Phoenix International Raceway is planning to resurface its track in between its two races this season, so the process for Goodyear will soon start again.





MAKING ITS PRESENCE FELT...

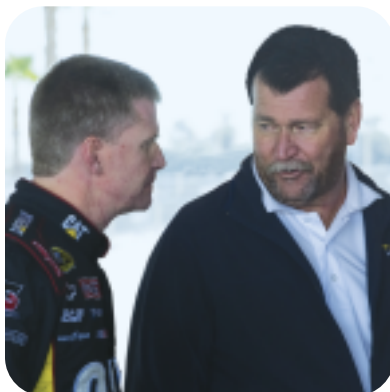
There are many high-profile examples of the number of people needed to put on a NASCAR race at the track each weekend – from all the individual drivers and team members, to the legions of NASCAR officials, to members of the press that fill the media centers and press boxes. And let’s not forget about the tens of thousands of fans who attend each race.

One group that may not be quite as obvious at first glance is the dozens of people who work with The Goodyear Tire & Rubber Company to help put on the races every week of the season. On a normal NASCAR weekend, Goodyear and the vendors it works with will bring as many as 50 people to the race track to work behind the scenes to make sure the race goes off without a hitch. That allows the teams to race, NASCAR to officiate, the media to report and, of course, the fans to enjoy. There are six individuals or groups inside the Goodyear racing structure that are represented at the race track – executive, field manager, engineers, inventory control, transportation and regional tire distributors.



FIELD MANAGER

No matter which of NASCAR’s top three series are in action, and no matter where they are racing, one of three Goodyear field managers will be at the track. Rick Heinrich (Sprint Cup), Steve Rigot (Nationwide) and Chad Fletcher (Camping World Truck) each have the primary responsibility in his own series, but can be counted on to work in any of the top three NASCAR series, based on whether there are companion events at the same track or all three are racing at different venues.



“Our role is to help coordinate the efforts of all the functional areas, and all the mounting and distribution activities are done according to the rules and on time,” said Heinrich. “The key to our job is developing all the relationships we need to do the job, not only within Goodyear, but also with all the individual team members and NASCAR officials.

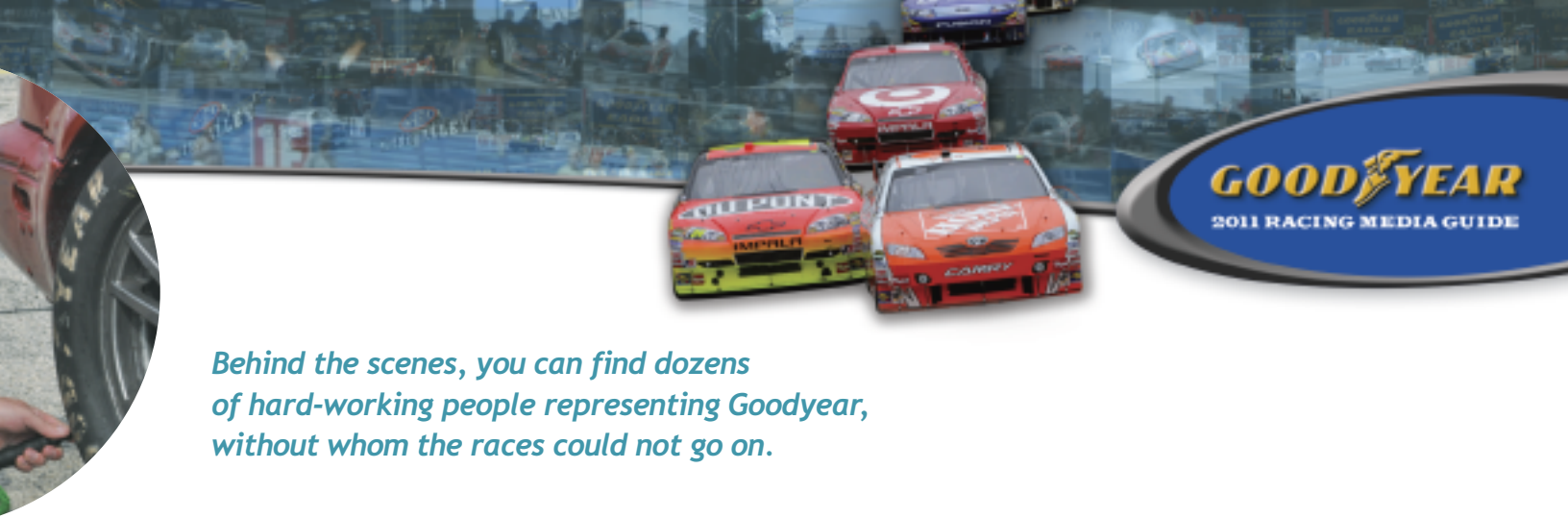
“Our role is to help coordinate the efforts of all the functional areas, and all the mounting and distribution activities are done according to the rules and on time.” – Rick Heinrich



EXECUTIVE

A key Goodyear Racing executive is in attendance each NASCAR Sprint Cup weekend to oversee the operation. Often, it is either Stu Grant, Goodyear’s general manager of global race tires, or Greg Stucker, Goodyear’s director of race tire sales. Grant and Stucker split the Sprint Cup schedule about evenly; while at the track, they work closely with NASCAR officials, meet with teams and other key sponsors, make sure the tire operation stays on course, and keep Goodyear management back in Akron, Ohio, up to date on the events.

“It’s a big job, but the advantage we have is that the NASCAR garage is like a big family – it’s a large group of people, but we do get to see them and work with them on a weekly basis. The biggest challenge we really have is dealing with things we do not expect, like weather issues. The biggest mistake we can make is thinking that everything is going to remain the same. Things change quickly in this sport from the tracks with the surface aging and weathering, to the cars with teams always striving to go faster by adjusting set-ups and strategies.”



Behind the scenes, you can find dozens of hard-working people representing Goodyear, without whom the races could not go on.

AT EVERY TRACK



ENGINEERS

Probably Goodyear's most visible presence at the track, whether it's in the garage or on pit road, is its team of engineers. On a normal race weekend, four Goodyear engineers will support the company's technical effort.

"Goodyear engineers work hard at the track in two primary areas," explained Heinrich. "First, they work directly with the race teams to monitor tire performance and advise how to best maximize performance in that area. Second, our engineers are constantly collecting data and evaluating tire performance so they can be prepared to make a tire recommendation the next time NASCAR visits a particular track."

INVENTORY CONTROL



Goodyear's inventory control staff oversees the distribution of tires to NASCAR teams. Led by team leader Tom Courtney and supported by the staff of Pat Haynes, Andy Hoyle, Brian Leake, Gary Rogers, Todd Rogers and Carol Stevens, this group is responsible for tracking all the tires that are brought to the race track, using Goodyear's Radio Frequency Identification (RFID) equipment. For Sprint Cup races, for example, the staff scans every team's practice and qualifying sets at the beginning of the weekend. Once qualifying is complete and the race's field has

been set, they must make sure the teams return the correct number of those sets, and stay within the legal limit of race sets, which is determined on a weekly basis by NASCAR.

"Our inventory control team has the challenge of keeping track of more than 4,000 tires on a typical triple-header NASCAR weekend," said Heinrich. "There's a tremendous amount of movement and activity that goes along with that. If the Cup, Nationwide and Truck teams all are in action, that's 122 individual teams to deal with and manage all those tires for. On top of that, we have all the rules we need to abide by in managing all those tires with all those teams."



TRANSPORTATION

Goodyear has two drivers who are responsible for transporting Goodyear's operations trailers to the track each weekend. Both Duane Fell and Sonny Valles

criss-cross the country, covering the nearly 30 NASCAR tracks on the top three series' schedule. Fell and Valles combine to cover approximately 60,000 miles during the course of the season just to get to the race tracks, and then support Goodyear's efforts once they get there.

"Both Duane and Sonny are true professionals," said Heinrich. "They are responsible out on the road for our tractors and trailers, and we trust them implicitly. They

both have worked in racing for a long time, and not only get our equipment to track safely, but also support our entire operation with their hard work at the track."

The regional distributors account for the largest number of Goodyear-affiliated workers at the track ... up to 40 employees. Managing those numbers ... requires hard work with precision quality in tight quarters.



REGIONAL DISTRIBUTORS

The first of Goodyear's troops to arrive at the track each week is one of its five regional distributors that bring all the tires to the track, and then mount and balance all of them before distribution to the teams. Goodyear has five regional tire distributors to make it easier to cover the wide-stretching network of tracks that make up the schedules of NASCAR's top-three divisions – Carroll Shelby Enterprises based in Las Vegas, Nev. (West), Carter-Maxwell Inc. in Bethany, Okla. (Southwest), Competition Tire East in Reading, Pa. (Northeast), Competition Tire West in Brooklyn, Mich. (Midwest), and Huggins Tire Sales in High Point, N.C. (Southeast).

The regional distributors account for the largest number of Goodyear-affiliated workers at the track. On a given NASCAR weekend, this end of the operation can account for up to 40 employees. Managing those numbers,



with all the equipment needed to do the job and all the tires and wheels that have to come together to distribute to the team, requires hard work with precision quality in tight quarters.

"The biggest challenge we have is working everything we have to do into the confined space we have in most garage areas. Sometimes it's like putting a square peg in a round hole," said Heinrich. "Another challenge is just the tremendous amount of work to do in a short period of time. Tremendous efficiency is needed with a minimum



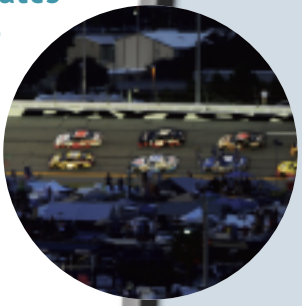
“It all boils down to experience. All of our distributors have been involved in the sport for a number of years and they’re all good at what they do. All their experience translates directly into reliability.” – Rick Heinrich

of wasted effort. And that’s why our distributors are so good – they’ve been doing the job under these pressure-packed conditions for a long time. Every move is calculated, from where we put our equipment to the way the guys lift the tires into the balancing machines. We make all the moves needed to do the job and at the same time strive to be 100 percent accurate.

“It all boils down to experience. All of our distributors have been involved in the sport for a number of years and they’re all good at what they do,” continued Heinrich. “All their experience translates directly into reliability. When we show up at the track, we know our distributors will be set up with a firm grasp on the task at hand. The time they’ve invested in doing what they do pays off in reliability and on-time performance.”

All told, from the 40 regional distributor workers, to the corporate employees who each have responsibilities in their own departments, Goodyear is an integral part of NASCAR’s success at the race track.

So the next time you’re at the track, venture past the front lines of people who are visibly there to put on the show. Slightly behind the scenes, you can find dozens of hard-working people representing Goodyear, without whom the races could not go on.



2011 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 (Lucas Oil)
Iowa
New Hampshire
Phoenix
Richmond
- Group 6** Martinsville
- Group 7** California (Infineon)
Elkhart Lake
Montreal
Watkins Glen

SUPPORT OUR TROOPS: GOODYEAR

Over its 59 years of supplying tires to NASCAR, the look of Goodyear's racing Eagles have only changed twice – once in 1980 to incorporate the word "Eagle" onto the tire's sidewall and the other time in 1992 when lettering was changed from white to yellow.

In early 2010, the Goodyear Racing and marketing teams had a "what if" discussion about changing the sidewall branding on racing tires. Understanding the challenge to activate such a plan, both groups needed a special reason to make the unique vision a reality... and they found it in a cause to which both Goodyear and NASCAR have committed years of support.



Kris Kienzl,
Goodyear NASCAR
Marketing Manager

"Goodyear has a 100-plus year commitment to building innovative and reliable equipment for the U.S. Armed Forces," said Kris Kienzl, Goodyear's NASCAR marketing manager. "The company has always been proud of its ties to the military, whether building airships before and during World War II or developing mission-ready tires for more than a century."

For years, Goodyear has channeled its appreciation for the military and worked to give back to the troops by hosting events with drivers and the Goodyear Blimp at U.S. military bases. With such respect for the service the U.S. military has given to the country, Goodyear wanted to give back in a big way.

"We landed on creating a noteworthy change to help launch a comprehensive program illustrating both organizations' commitment to supporting the troops and helping them and their families," added Kienzl. "We leveraged a change to the sidewall design during the July 4th weekend races to launch our program to benefit the nonprofit group Support Our Troops® (SOT)."

"We were thrilled when we were approached by Goodyear and NASCAR to be a part of such a program," said Martin C. Boire, Executive Director of Support Our Troops. "NASCAR is a sport that embodies patriotism and to have had the chance to create such an impactful program was a blessing to our service men and women."

NASCAR proudly boasts one of the most patriotic fan bases in the world, with every race beginning with the traditional flyover as a tribute to America and its service men and women. While the sport has its share of passionate fans for each individual



Over the Independence Day holiday weekend at Daytona International Speedway, Goodyear transformed all of its racing tires to read "Support Our Troops" in a patriotic red, white and blue color scheme.

driver... it is all set aside for a few moments each week, before each race, to pay respect to those who serve in uniform.

Over the Independence Day holiday weekend at Daytona International Speedway, Goodyear transformed all of its racing tires to read "Support Our Troops" in a patriotic red, white and blue color scheme. The transformation of the classic Eagle sidewall not only made a statement of support to the troops, but also marked the first time in Goodyear's racing history that the tire sidewalls incorporated a design not directly related to Goodyear.

The running of the special Support Our Troops tires marked the launch of a multi-month integrated marketing





PUTS NEW MARK ON RACING



program centered on raising funds for Support Our Troops to benefit U.S. military personnel and their families. Goodyear supported this program with public relations, media, a dedicated program website, consumer promotions and dealer engagement to maximize exposure and reach.

Broad consumer awareness was generated around the launch of the program with a NASCAR driver Clint Bowyer and Martin Boire conducting a satellite media tour and a joint Goodyear/NASCAR/Support Our Troops press conference that encouraged consumers to participate in an online

The collective program efforts helped raise \$100,463 for Support Our Troops.

auction of autographed, race-used Support Our Troops tires from the Coke Zero 400. Goodyear and NASCAR's display of patriotism did not go unnoticed. News of the campaign was catapulted by many media outlets covering the announcement.

Many Goodyear dealers ran programs at the local level to help raise funds for Support Our Troops. These efforts included auctioning off race-used Support Our Troops NASCAR tires and contributions of a portion of every Goodyear tire sold during the program.

In addition to Goodyear's efforts, NASCAR and other partners in the sport joined to support the program. Several teams and drivers participated in TV, radio and online spots to spread the word and encourage donations. In addition, Ford specially wrapped a Ford Taurus with Support Our Troops messaging and displayed it at a number of NASCAR races with signage to support. The company also donated a Taurus for the program's consumer sweepstakes and promoted the program with messages from their NASCAR drivers shared on Ford Racing's Facebook page.

The collective program efforts helped raise \$100,463 for Support Our Troops. "The NASCAR fans – some of the most patriotic and dedicated fans in the world - should feel good knowing that the proceeds generated by this program will go a long way in helping Support Our Troops achieve its mission – making a difference in the lives of our service men and women and their

families," added Boire.

NASCAR and Goodyear leveraged the success of the program by making an announcement in November around Veteran's Day and the races at Phoenix International Raceway, which marked the program's culmination, by providing Goodyear Blimp rides to Phoenix-area veterans.

"Goodyear would like to thank everyone who got involved to support this cause... NASCAR drivers, teams, other partners and especially the fans," said Kienzl. "Their generosity and expressions of support that they extended through our program mean so much to us as well as the troops."




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AWE  SOME



**PROUD TO HAVE BEEN THERE FOR EVERY BURNOUT.
EXCITED ABOUT THE ONES YET TO COME.**

OFFICIAL TIRE OF 

GOODYEAR
MORE DRIVEN

NEW TIRE RULES IN PLACE FOR 2011 SPRINT CUP RACING

Each year, NASCAR introduces new rules for its teams to abide by. This year, there is at least one major policy change that affects how Goodyear does business at the race track in the Sprint Cup Series.

While NASCAR Nationwide and Camping World Truck Series teams have had hard limits on tire sets in the past, Sprint Cup teams have had a little more flexibility in the number of tires they were able to buy or lease.

This year, Cup teams will also have hard limits each week.

“It’s definitely more predictable,” explained Rick Heinrich, Goodyear’s sales account manager for the Sprint Cup Series. “Previously, while we’ve had set limits on what Cup teams could purchase in advance of each race, there was no limit on the number of sets teams could actually use during a race. In the past, teams could freely trade and exchange tires.

“Also, last year, NASCAR would allow teams to lease additional sets during the course of the race as needed. Even though there were set limits, there was ultimately no

limit based on race conditions and how the cautions fell,” added Heinrich.

“With the new rule, it has to become part of the crew chief’s strategy as to how to use their sets during the race.

Now, while it might be a short term advantage to change tires, it might not always be the smart strategy.”

While the Cup Series’ new set limit rule is similar to what Nationwide



... “there’s no negative impact on the racing, and even adds an element of strategy ... the number of tires teams will need to buy is more consistent and has an actual limit to it ... it’s just fair and even for everyone.” – Rick Heinrich

and Truck teams have lived under for many years, there is one major difference.

“For Nationwide and Trucks teams, their entire tire allocation for the event is granted up front and it’s up to the teams to decide how to use them,” said Heinrich. “The biggest difference for Cup teams is that their practice-and-qualifying allocation is separate from their race allocation.”

Under the new rule, Sprint Cup teams will be allowed to purchase up to five sets of tires for practice and qualifying. After qualifying is complete and the Cup field is set, teams that have purchased all five sets must turn in all but one set. Then, based on NASCAR’s race set limit for that particular track, teams will be allowed to purchase that number of sets.

NASCAR brings forth this rule in

the Sprint Cup Series, which seems to have a lot of upside.

“The rule came about because NASCAR does a great job in talking to and getting suggestions from its teams. This new rule helps with a cost savings while not hurting the racing on the track,” said Heinrich.

“There’s really no downside to it. First, there’s no negative impact on the racing, and even adds an element of strategy. Second, from the financial side, the number of tires teams will need to buy is more consistent and has an actual limit to it, where before it was virtually wide open. Third, it’s just fair and even for everyone.”

NASCAR makes great efforts to work with Goodyear and its teams to keep its competition “fair and even,” and its 2011 Sprint Cup tire rules are just the latest indication of that.



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

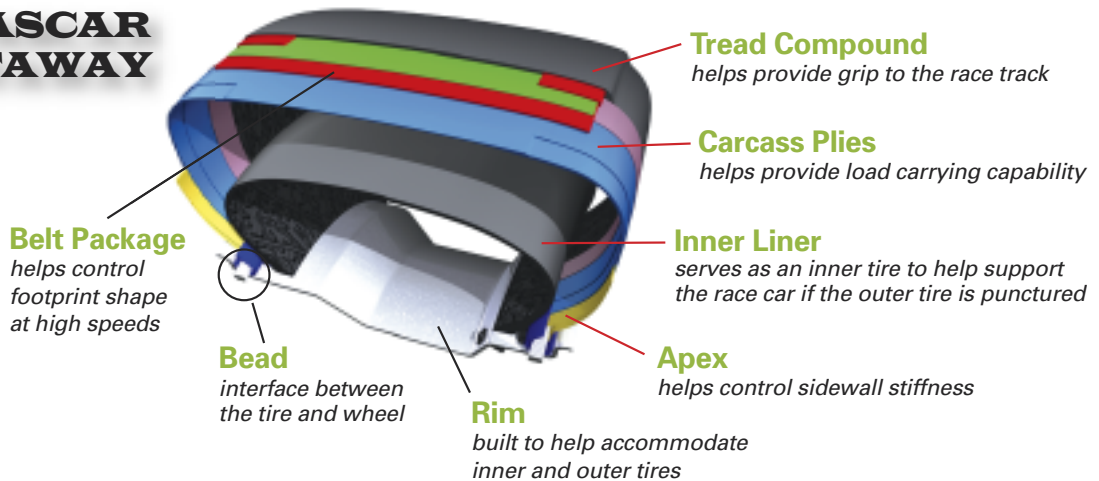
identifies mold, construction and compound combination; also found on tire sidewall

Sequence Number

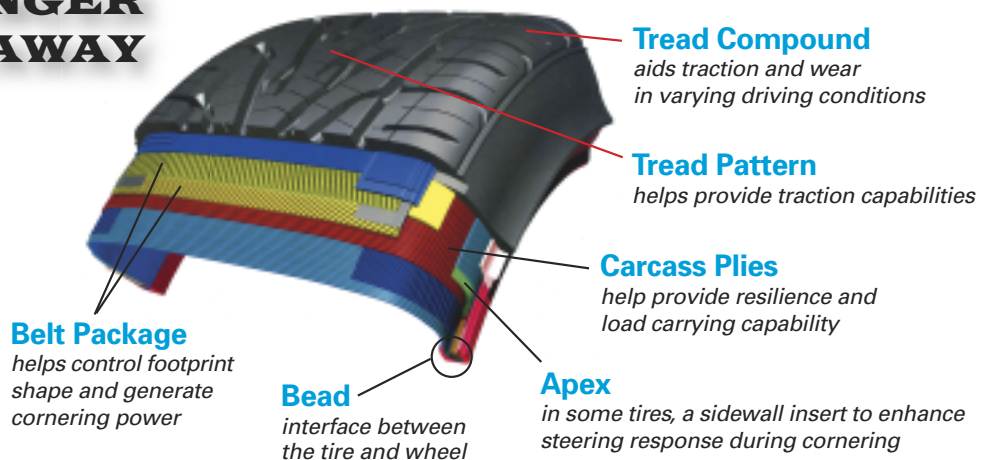
identifies tire production sequence

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



FROM HIGHWAY TO SPEEDWAY

Automotive development took a big step forward when cars first started racing against each other. The knowledge gained from solving the problems generated by the stresses of racing is too voluminous to list here but one thing is clear: consumer tires have benefitted significantly from the lessons learned at race tracks.

Ever the innovator, Goodyear has found that lessons learned from the millions of miles driven every year by passenger car drivers can transfer to racing applications.

"It's really more of a two-way transfer," said Greg Stucker, Goodyear's director of race tire sales. "Goodyear's customers benefit both ways."

"The racing division does not have the market cornered on technology. Not at Goodyear. The development process is company-wide."
– Greg Stucker

Hard to believe, maybe, but true. Modern automotive manufacturers are building cars and trucks that make use of tires with bead diameters of 20 inches or more. The cars, Stucker said, have become increasingly performance oriented.

"The racing division does not have the market cornered on technology," Stucker said. "Not at Goodyear. The development process is company-wide."

"A lot of engineers work in the racing division before moving to consumer or commercial tires," Stucker said. "They develop a lot of their skills in a very competitive environment. They are very sharp and they generate a lot of knowledge quickly. Frequently, those same

engineers move on to other divisions within the company and they don't forget their racing roots when they find something that may have an application in our world."

That was the path Stucker took. After his initial assignment with the Racing division, he spent three years working on original equipment passenger tire engineering before returning to racing.

There are examples of the two-way transfer throughout Goodyear's racing and consumer tire lines.

Goodyear's Wrangler brand of off-road and light truck tires feeds a steady stream of information back to

"Aircraft tires are the closest things to racing tires that we build. A lot of the same materials go into both applications." – Greg Stucker



the racing division, where the tires are manufactured for competition in off road environments. And, obviously, racing in those same environments generates information that can find its way back to consumer products.

The current Goodyear rain tire developed for NASCAR's Nationwide Series contains a lot of technology that came from street tires, specifically the Eagle F1 All Season.

"Aircraft tires are the closest things to racing tires that we build," Stucker said. "A lot of the same materials go into both applications. Race tire carcasses tend to be very much like aircraft tire carcasses."

So the next time you sit on a Southwest Airlines jet – Goodyear is the airline's exclusive tire supplier – or drive your Goodyear-shod passenger car home from the airport, remember you are an important part of the development process for Goodyear Racing.

GOODYEAR DRAG RACING: FROM ZERO TO HERO



Goodyear is the clearly a leader in the racing world's most dynamic setting, drag racing.

The ground-grabbing, ear-punishing drag racing applications are among the most demanding in motorsports.

"This is a challenging arena," said Bryce Jones, Goodyear's sales account manager for drag tires. "Drag racing cars of every type put challenging demands on tires.

These cars go from zero to hero in the snap of a finger."

Look no further than Goodyear's role as the sole supplier for the National Hot Rod Association's Top Fuel, Funny Car and Pro Stock categories. The Top Fuel and Funny Car cars routinely accelerate from a standing start to more than 300 mph over a distance of just 1,000 feet.

The monstrous Top Fuel and Funny Car engines generate 9,000 horsepower or more. What transfers that power to the ground? Goodyear Eagle Drag Racing Specials.

Goodyear's highly successful D2681 tire continues as the only rear drive tire offered for the NHRA's Top Fuel and Funny Car classes as the 2011 season dawns. The D2200 fills the same role for the Pro Stock entries.

It is important to note that the development process at Goodyear never stops. Data constantly flows from the race track to Goodyear's development team and progress constantly moves at an industry-leading pace.

And it isn't just professional drag racers who benefit from Goodyear's forward-looking tradition. Goodyear's development process is evident in every form of the sport.

"Goodyear is interested in every category of drag racing, be it the pros or the sportsmen," Jones said. "We have tires racing everywhere. That's why we have engineers spread out around the drag racing world every weekend. The input we get from the racers is exceptionally valuable. The racers seek advice and we give it. They also know we're there to listen and, believe me, there is a free flow of information."

Witness Goodyear's new 30-inch-by-nine-inch radial tires that mount on 15-inch wheels and are aimed at the Stock Eliminator category.

Technology development in differing applications finds its way into various racing tires and the Stock Eliminator cars benefit from that heritage of technical achievement with the new D4450 and D4451 tires.

Both the D4450 and D4451 include new constructions and have tread compound updates. Both perform well in all weather conditions and are aimed specifically at the

hot, slippery track conditions common in the summer-time.

The D4450 has a 92.3-inch rollout. The D4451 rolls out to 94 inches and comes from a new mold. The D4451 is designed to have a flatter profile which will help the tire to get more efficient use of the entire footprint on the racing surface.

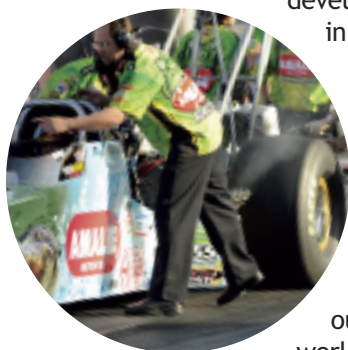
Goodyear's new D4461 rear drive tire is a 32-inch radial tire aimed at the Competition Eliminator and

And it isn't just professional drag racers who benefit from Goodyear's forward-looking tradition. Goodyear's development process is evident in every form of the sport.

Super Stock applications. The D4461 includes compound updates and measures 32 inches by 14 inches. It mounts on a 15-inch wheel and performed well in all weather conditions during testing.

Testing is underway to develop new 34.5-inch tires for the NHRA's Pro Mod and Alcohol categories. The new tire is aimed at cars in those categories equipped with supercharged engines as opposed to fuel injected engines. Along with the new tire, Goodyear has developed a new tubeless inner liner for 34.5-inch tires.

"Our existing tires for those classes have been very successful," Jones pointed out. "We've won a lot of championships in the Top





Alcohol Dragster category and the championship cars have used injected engines. Our new tire for the supercharged cars in both of the Alcohol classes and Pro Mod has tested well.”

One of the fastest growing segments of the drag racing industry is in regional grass roots competition. Sometimes called ‘Outlaw’ racing,

these events tend to be limited to eighth-mile lengths rather than the traditional quarter-mile strip. Here again, Goodyear is heavily involved.

A new offering for the so-called Outlaw classes is Goodyear’s new D2629, aimed at heavier, higher-powered cars. The new tire measures 29.5 inches tall and 10.5 inches across the tread. It mounts on a 15-inch wheel



and the new construction includes Goodyear’s new D8 tread compound.

In a world where the difference between hero and zero is measured in a few ten thousandths of a second, Goodyear is up to the challenge.



AMERICAN ICONS: MUSTANG, CHALLENGER, EAGLE

They are American icons whose very names conjure images of race cars. Race fans, especially drag racing fans, smile when they hear the names.

Ford Mustang. Dodge Challenger. And this year they’ll race on another American Icon, Goodyear Eagle.

Ford’s factory-backed 2012 Cobra Jet Mustang and Dodge’s

2011 Challenger V-10 Drag Pak will race in the Stock Eliminator category on different Goodyear Eagles, specifically constructed for the two cars.

The Cobra Jet Mustang tire, the D4450, has yellow Goodyear lettering and special sidewall art that figures to be a hit with the fans and competitors. The Challenger V-10 Drag Pak tire, the D4451, has Goodyear’s white lettering on the sidewall.

Both tires measure 30 inches tall and nine inches across the face of the tread and have Goodyear’s new D8 tread compound. The D4450 for Cobra Jets has a 93-inch rollout and the D4451 for Challengers has a 94-inch rollout.

“We built new molds for these tires,” said Goodyear engineer Dave Farwell. “The construction is new and the compound is our most aggressive. The result is an enhanced level of grip for both these tires for the length of the pass.”

The Cobra Jet Mustang and the Challenger Drag Pak will race in the National Hot Rod Association’s Stock Eliminator class.

“These two tires will work well under hot or cool track conditions,” said Robert Bethea, another Goodyear engineer. “Both will have excellent initial grip and down-track stability. Those characteristics are important for higher horsepower cars such as the Cobra Jet Mustang and the Challenger Drag Pak.”

The D4450 and D4451 have lightweight constructions, as both tip the scales at 23 pounds.

“It’s really important to note,” said Farwell, “that these tires will be available to all competitors. But only the Cobra Jet Mustang and Challenger Drag Pak cars will have the special sidewall art.”

As usual, when racing icons gather, Goodyear is part of the story.





GOODYEAR ACES ALL SPORTS CAR CLASSES

Goodyear is very proud of its road racing heritage. From professional levels to the grassroots club-style applications, Goodyear is consistently developing new tire innovations and earning championships.

“This is a dynamic world for tire makers,” said Greg Stucker, Goodyear’s director of race tire sales. “There is a seemingly endless number of applications and the technology

evolves constantly. The 2011 season will see a number of new Goodyear fitments and new technology within those offerings.”

Goodyear will continue as the exclusive tire supplier for the Star Mazda Championship presented by Goodyear, now among North America’s leading open-wheel racing series. The Star Mazda Championship presented by Goodyear is a national touring series which attracts drivers from

around the world for exposure on this continent.

The Star Mazda program includes regional and age group championships as well and Goodyear tires are required for competition in all of them.

Goodyear’s radials have proved to be successful with the Star Mazda cars, both in road racing applications and in instances when the series races on oval tracks.

“These are very sophisticated



open wheel cars,” Steve Petrescu said. Petrescu is Goodyear’s sales account manager for sports car racing. “Our tires have been a good match with these cars, both in the years when we supplied bias-ply tires and now with our Eagle radials. The teams and the folks at Star Mazda are great to work with.”

Goodyear’s position as the exclusive tire supplier for the Trans Am Series means a more wide-ranging involvement for 2011. The series now includes three classes of cars that will be on the track at the same time. Group one is the so-called heavy iron cars – the V8-powered, torque-producing rockets that can reach speeds close to 200 miles per hour on Goodyear Eagle radial tires. Group 2 is for cars in the SCCA’s GT2 class – lighter than the first group with restricted horsepower and also racing on Goodyear radials. The third group is the SCCA GT3 cars – older models and the lightest of the three groups, racing on tires of cantilever, bias-ply construction.

Because it is the supplier for all cars in the Trans Am Series, Goodyear will introduce a new tire construction for Porsche GT2 and GT3 cars in 2011. The new construction is aimed at Porsches racing in the Trans Am program and at Porsches competing in club racing, such as in the SCCA and Porsche Club events.

“Goodyear played an important role in bringing the Trans Am Series back to life,” Petrescu said. “We’re

very excited about the three

classes racing at the same time because that means a great show for the fans. And if the fans come to the pits to get autographs after each race, they’ll see the big yellow lettering on the sidewalls of the Goodyear tires.”

Goodyear will also remain the exclusive tire provider for one of the most popular classes in amateur road racing, the Sports Car Club of America’s Spec Racer Ford class. The rules make this driver-oriented class affordable and the tires Goodyear supplies week in and week out work well with the philosophy, Petrescu said.

“The Spec Racer Ford class is one that allows us to bring an affordable tire to the racetrack that provides a consistent racing platform for every team in every race and that



consistency allows the teams to plan ahead for every race,” Petrescu said. “This is a successful formula for the SCCA and Goodyear is happy to be part of the story.”

The 2011 season will see Goodyear bring to 11 the number of Eagle R/S DOT (Department of Transportation) tires for competition in both autocross and road course applications.

“We’ll have 11 sizes of Eagle R/S tires with our autocross tread compound and the same 11 sizes with the road racing compound,” Petrescu said. “Some sizes were new for 2010 and some

“Goodyear played an important role in bringing the Trans Am Series back to life.” – Steve Petrescu

will be new for 2011. We race head-to-head against other tire makers in these forms of racing and the R/S tires we introduced last season were successful. We believe we’ll have more success in the coming season as the new sizes roll out.”

Also new for 2011 are offerings for the SCCA’s Formula Ford and Formula Continental classes. The new tires are radials featuring aramid to enhance cornering and help provide lateral input.

The 2011 season marks the continuation of Goodyear’s role as tire supplier for Stock Car Racing Brazil, a road racing series for production-based sports cars in that country.

Goodyear’s road racing heritage reaches back more than six decades, to a time when many sports car races in the United States were held on airports closed for the occasion. And, whether they have open or closed cockpits, race on parking lots, airport runways or the great road courses of the world, Goodyear remains an industry leader for sports cars.

EXPANDING PRESENCE IN DIRT TRACK

The 2011 sprint car racing season will mark a continuation of the enormously successful introduction of Goodyear's tire package for winged sprint cars a year ago. New tracks and new series have indicated they will be part of the Goodyear program moving forward and, as the program grows, so does Goodyear's presence on the dirt track racing scene.

want us to do the same things with them this season."

Goodyear had a simple assignment last year: create tires for winged sprint car racers that would help create more passing, thus putting the racing back in the hands of the drivers. Traveling series, such as the World of Outlaws Sprint Car Series and the O'Reilly All-Stars Circuit of Champions, were producing

less passing on the race track in previous seasons and the same phenomenon was happening at weekly programs around the country. Looking to re-energize the racing and get the fans excited again, the leaders of



*"Our engineers knew how to build tires that allow for more maneuverability at racing speeds. Obviously, that makes for better racing."
— Justin Fantozzi*

have more of that in 2011."

Goodyear's sprint car tire lineup will remain the same this season. The right rear will have a 105-inch rollout and measure 17 inches across the tread. There will be four tread compounds. The left rear will feature four rollout sizes: 91, 93, 95 and 97 inches. They will measure 15 inches across the tread and will have three compound

choices. The left and right Goodyear offerings will both fit on a 15-inch wheel.

"Our engineers knew how to build tires that allow for more maneuverability at racing speeds," Fantozzi said. "Obviously, that makes for better racing. The teams and drivers that used our Eagles last



"Goodyear cares about the product... I've never seen the engineering staff from any supplier going into so much detail." — Owen Fritz

Goodyear also continues as the official tire provider for both touring and weekly National Dirt Racing Association programs for dirt late model cars in 2011.

"We had a tremendous off-season," said Justin Fantozzi, Goodyear's marketing director for racing. "We've taken steps to add teams to the program who liked what they saw us do in 2010 and

national and local programs turned to Goodyear.

And the company responded.

"The racing has gotten better," said Owen Fritz, General Manager of All Star Championship Racing. "With Goodyear, the racing is going to continue to get better. We had spectacular racing in 2010 and we'll



RACING

season adjusted to the new feel they had and none of us at Goodyear felt it was fair to the teams to make any changes to the package for 2011.”

Sanctioning bodies notice when a supplier does more than simply send its product to the race track.

“Goodyear cares about the product,” said Fritz. “Goodyear constantly has staff at the races, talking to the teams and writing stuff down. I’ve never seen the engineering staff from any supplier going into so much detail. We’re proud to have them working with us. Goodyear is committed to making a great sport even better.”

“Goodyear is committed to making a great sport even better.” – Owen Fritz



Limited late model dirt track racing has become a home for Goodyear Racing. Long the industry leader for this type of racing, Goodyear forged a multi-year agreement with the NDRA in 2010.

“We’ve been developing tires for this type of race car for almost a decade now,” said Scott Junod, Goodyear’s sales account manager for short track racing. “The growth has been consistent through all that time.”

Limited late model cars feature racing engines that are built for extended use with limited horsepower. Since the engines are usually bought from a specific supplier and because

the teams are not allowed to modify the power plants, the engines typically go directly from the transportation crate to the race car. The engines have been nicknamed ‘crate’ engines.

“It costs less to race in a crate program,” Junod said. “Goodyear is able to build a tire for this kind of program that will have extended life and that helps the racers as well. The tires have been well received by the NDRA teams.”

America has long had a love affair with dirt track racing. Goodyear’s position as a leading tire provider helps feed that passion.





GOODYEAR STAYS ATOP SHORT TRACK

The single biggest racing segment for a tire maker is the world of short track racing. It is that setting where Goodyear's experience with the wide variety of competitive applications makes a huge impact upon the sport. For the racy and banked paved confines of Vermont's Thunder Road International Speed Bowl to the flat and fast clay surface at Knoxville Raceway in Iowa, Goodyear builds tires for more different types of short tracks than any tire company.

Whether for an entry level car with a four-cylinder engine that races on dirt or a powerful late model stock car grabbing a paved surface, Goodyear builds tires for these applications.

"That's true," said Scott Junod, Goodyear's sale account manager for short track racing. "There is no question that we have a great line

"There is no question that we have a great line of short track racing tires. And we are constantly developing more new products. – Scott Junod

of short track racing tires. And we are constantly developing more new products. There are more miles of racing completed on short tracks than any other type of racing and that means the flow of information – tested, proven and documented – is continuous."

Junod's point was hammered home in the autumn of 2010 when the

American Canadian Tour, the legendary racing circuit of the northeastern United States with a sister series in Canada, raced for the second time at the mile-long New Hampshire Motor Speedway. The 2010 race was competed over a longer distance than was the inaugural race at NHMS in 2009 and Goodyear developed a new tire to cope with the extra laps.

The new tire developed for the 2010 NHMS event, Goodyear's D2884, is now available for other late model programs requiring a tire that can



perform at higher speeds and extra loading. The D2884 measures 27 inches tall, eight inches across the tread and mounts on a 15-inch wheel. It is a bias-ply tire.

The ACT series and the Serie ACT Castrol program in Canada race on Goodyear tires. The same tires, Goodyear's D2672 and D2882, are





RACING WORLD

used by weekly late model programs on tracks from coast to coast.

Goodyear's D2637 tire for limited late model programs (late model stock cars with limited horsepower) was highly successful in 2010, its first full year of availability at many tracks in New England.

Every short track program has a racing division for competitors on a budget, many of whom are beginners in the sport; Goodyear has developed a new product aimed directly at those racers. Among the new offerings for 2011 is the D2810, out of Goodyear's G24 line. The cars in these classes typically feature four-cylinder engines.

This tire mounts on a 14-inch

wheel and features large tread blocks. It can be used on dirt or paved tracks and has been

tested with great success on both front- and rear-wheel drive cars.

"Those teams will complete the season with minimal tire wear but still get excellent performance," Junod said.

NASCAR's short track traveling series have long been a part of the Goodyear story. The K&N Pro Series East, K&N Pro Series West, NASCAR Canadian Tire Series and the NASCAR Mexico Series all race on Goodyear tires.

The K&N programs and the Canadian series all use the same line of Goodyear bias-ply tires. This allows drivers from the three series to switch series but still race on tires to which they are accustomed. The Mexico series features different cars but still races on Goodyear bias-ply tires. The four programs are part of NASCAR's development path for drivers still learning the sport and Goodyear's involvement allows the drivers to climb the ladder of learning on the industry leader in racing tires.

The UARA-STARS series, the highly popular super late model series in the southeastern states, continues to race on Goodyear bias-



ply tires. The series has long thrilled race fans in the region with exciting racing but it drew national attention in 2010 when the eventual UARA-STARS Rookie of the Year, Robert Johnson, presented his father, racing legend Junior Johnson, for induction into the NASCAR Hall of Fame.

Goodyear's involvement with the UARA-STARS has attracted other business as well. Several weekly short

Every short track program has a racing division for competitors on a budget, many of whom are beginners ... Goodyear has developed a new product aimed directly at those racers.

tracks, among them Greenville Pickens Speedway in South Carolina, announced that Goodyear will supply its super late model division, using the D2902 Goodyear Eagle. The D2902 is a staple of the UARA-STARS series.

Durability, value and performance put Goodyear at the top of the short track racing world.



KEY POINTS IN GOODYEAR

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.

RACING HISTORY

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 inerttube 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 Sprint Cup victory 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 became the sole supplier to the new NASCAR Grand National Division's West and Busch North series.



Production of bias-ply tires for sports, sprints and drag racers returned to the Akron Innovation 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.

Goodyear linked its Wrangler light truck and SUV tire marketing to NASCAR racing by stamping 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

An industry first, Goodyear employed RFID technology on a production scale to track tires under a new leasing program in NASCAR's top three series.

All race tire production is under one roof at the Akron Innovation 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 debuted and ran in 16 of 36 Sprint Cup races.

2008

Tire development continued for the Car of Tomorrow. NASCAR ran it full time for the first time at every Sprint Cup race.

2009

Goodyear developed a NASCAR rain tire with a tread pattern based on the popular Eagle F1 All Season street tire.



2010 GOODYEAR RACING CHAMPIONS

AN ICON IN THE SKY

Now in their 86th year of flight, Goodyear's world-famous airships have adorned the skies as very visible symbols of The Goodyear Tire & Rubber Co. Today, these graceful giants travel more than 100,000 miles across the United States per year as Goodyear's "Aerial Ambassadors." Among the blimp's assignments are NASCAR and NHRA events throughout the season.

The blimp tradition began in 1925 when Goodyear built its first helium-filled public relations airship, the Pilgrim. Over the years, Goodyear has built more than 300 airships.

Today, Goodyear operates three blimps in North America: the Spirit of Goodyear, based in Akron, Ohio; the Spirit of America, based in Carson, California; and the Spirit of Innovation, in Pompano Beach, Florida. The blimps provide gorgeous aerial shots for television coverage.

Flying at an altitude of approximately 1,500 feet above the racetrack, the Goodyear blimp carries a pilot, camera operator and camera equipment on race day. The high-definition camera is mounted on an aluminum track and can be raised or lowered from the gondola. The camera features a gyro-stabilized lens that allows for smooth and steady pictures with 360-degree coverage. The signal is transmitted via microwave antenna from the airship to the on-site television production mobile units.

For more information and photos of the iconic Goodyear blimp, visit www.goodyearblimp.com.

OVAL TRACK RACING

NASCAR Champions

<i>Sprint Cup Series</i>	Jimmie Johnson
<i>Nationwide Series</i>	Brad Keselowski
<i>Camping World Truck Series</i>	Todd Bodine
<i>Canadian Tire Series</i>	D.J. Kennington
<i>Camping World Series East</i>	Ryan Truex
<i>Camping World Series West</i>	Eric Holmes
<i>Mexico Series</i>	German Quiroga

<i>ACT</i>	Brian Hoar
<i>Serie ACT Castrol</i>	Karl Allard
<i>UARA-STARs</i>	Coleman Pressley
<i>Inland Championship Auto Racing</i>	Danny Bagwell
<i>United States Late Model Association</i>	Terry Breese
<i>Sunoco National Tour</i>	Brent Downey
<i>Allison Legacy Series</i>	Justin Allison
<i>Airport Auto Brokers Late Models</i>	Mike Lovell
<i>Northwest Outlaw Street Stocks</i>	Josh Ingram
<i>ARCA West OK Tire Sportsman Series</i>	Matt Stephenson

Dirt Racing Champions

<i>World of Outlaws Sprint Car Series</i>	Jason Meyers
<i>All Star Series of Champions</i>	Tim Shaffer
<i>Interstate Racing Association</i>	Billy Balog
<i>Northern Outlaws Sprint Association</i>	Chris Shirek
<i>National Dirt Racing Association Co-Champions</i>	Ron Parker Dennis Franklin

DRAG RACING

NHRA Champions

<i>Top Fuel</i>	Larry Dixon
<i>Funny Car</i>	John Force
<i>Pro Stock</i>	Greg Anderson
<i>Stock Eliminator</i>	Brad Burton
<i>Top Alcohol Dragster</i>	Bill Reichert
<i>Competition Eliminator</i>	Al Ackerman

PMRA Champion

<i>Quick 32</i>	Kevin Wicke
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SPORTS CAR RACING

<i>Trans Am</i>	Tony Ave
<i>Spec Racer Ford Pro</i>	Scott Rettich
<i>Stock Car Brazil</i>	Max Wilson

Star Mazda Championship presented by Goodyear National Champion

Conor Daly

SCCA National Championship Runoffs Winners

<i>GT1</i>	Michael Lewis
<i>GT3</i>	Robert Warkocki
<i>GT Lite</i>	Pete Shadowen
<i>E Production</i>	Jon Brakke
<i>H Production</i>	Steve Sargis
<i>D Sports Racer</i>	Lawrence Loshak
<i>Spec Racer Ford</i>	Brian Schofield
<i>Formula Mazda</i>	Darryl Wills
<i>Sport 2000</i>	Matthew Drenzo

Formula Car Challenge presented by Goodyear

<i>West Coast Region, Pro Formula Mazda</i>	Stan Kohls
<i>Southwest Region, Formula Mazda Masters</i>	Stuart Rettie
<i>Southwest Region, Formula Mazda</i>	Darryl Wills

MOTORCYCLE RACING

AMA Flat Track

<i>Pro Grand National Twins Championship Rider</i>	Jake Johnson
<i>Pro Grand National Singles Rider</i>	Henry Riles
<i>Pro Singles Championship Rider</i>	Jeffrey Carver Jr.





The Goodyear Tire & Rubber Company Corporate Overview

Goodyear employs approximately 70,000 people and manufactures its products in more than 56 facilities in 22 countries around the world.

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

Photography available upon request, or by visiting the Goodyear website at goodyear.com/media or www.racegoodyear.com or www.ciastockphoto.com (username: goodyearmedia, password: racetires)
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