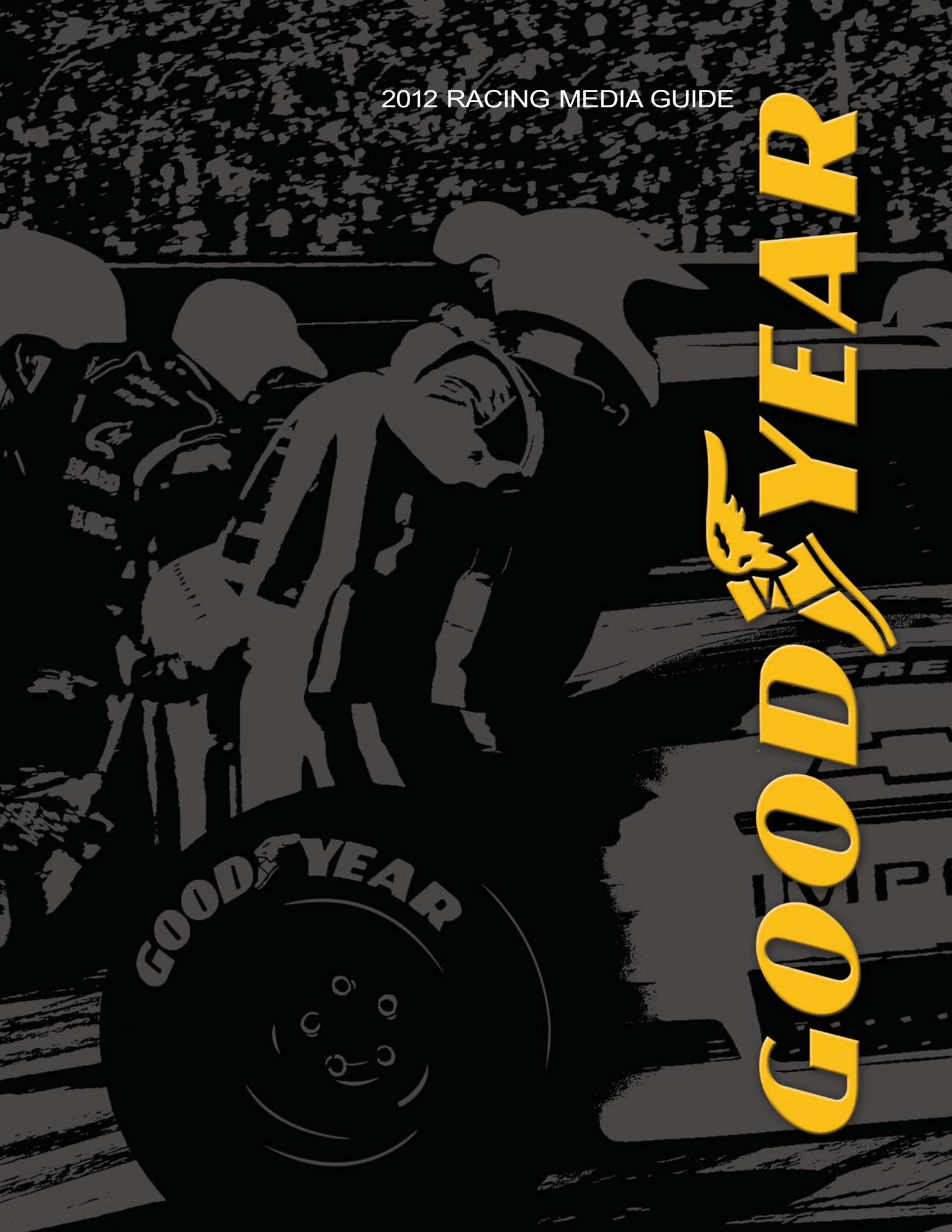


2012 RACING MEDIA GUIDE



# GOODYEAR YEAR

GOODYEAR





**Steve McClellan**  
President, Goodyear  
North American Tire

**F**or more than 100 years, Goodyear has been racing. And over that time, our involvement in motor sports has become

more than just a sponsorship opportunity or proving grounds for our tires... It's become part of who we are as a company.

As we look forward to another exciting racing season, I'm confident that Goodyear is still building upon that proud heritage. Goodyear's role in racing is one we all take very seriously because in many ways, it's the public face of our company. Our performance on the race track plays an active role in the success of the sport.

But it's more than that. The fact that NASCAR, NHRA and experts in many other forms of racing choose Goodyear provides evidence of the quality and performance we engineer into every race tire. And importantly, it also inspires the development of our consumer tires, giving everyone a reason to trust Goodyear in delivering superior performance for their vehicle.

At Goodyear, we're committed to building the world's best tires. But don't just take our word for it. See us in action at a dirt track, road course, drag strip, superspeedway or even in your own neighborhood. You won't be disappointed.



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### 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.

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

Photography available upon request, or by visiting the Goodyear website at [www.goodyear.com/media](http://www.goodyear.com/media) or [www.racegoodyear.com](http://www.racegoodyear.com) or at [CIAstockphoto.com](http://CIAstockphoto.com) (username: goodyearmedia; password: racetires); Produced 2-12 by Goodyear Global Communications Department, Akron, Ohio © Goodyear Tire & Rubber Company, 2012. Drivers interviewed may have received sponsorship, financial, or product support from Goodyear.



# 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.



**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.



**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.



**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 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.



**Dave Aufferberg** 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, then the CART series starting in 1990. He 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.



**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.



**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.



# STAFF



**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. He also holds a Juris Doctorate degree from the University of Akron and is a member of the Ohio Bar Association.



**Mark Keto Project Leader, Racing Technology**  
*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. Between 2001 and 2011, Mark served as lead engineer of the NASCAR group before being promoted in July 2011 to his current position, in which he will focus on developing advanced technologies for the racing 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 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 earned his Masters in engineering management from Cleveland State University in 2011.

# GOODYEAR

## Racing



### MARKETING THAT'S MORE DRIVEN Moving Beyond Brand Awareness

**F**or more than 100 years, racing has been part of the Goodyear story. Today, it's hard to visit a dirt track, road course, drag strip or superspeedway without encountering the Goodyear name.



This season marks the tiremaker's 58th year as a supplier

for NASCAR, making it one of the longest-running supply programs in any sport. And last year, Goodyear signed a five-year extended agreement to continue as the exclusive tire used in NASCAR's top three racing series through the 2017 season – a position proudly held by Goodyear since 1997.

With more than a century of racing heritage, and a continued presence in some of the nation's top series, race fans undoubtedly know the Goodyear name.

But what do those fans think about Goodyear? That's the multi-million dollar answer the company's marketing team is always after.

"Fans recognize the Goodyear

name because it's become synonymous with great performance in auto racing," said Kris Kienzl, Goodyear's NASCAR marketing manager. "Our job is to take that brand awareness and help them understand why Goodyear's racing involvement is important to them."

For Goodyear, racing is about more than just marketing opportunities and brand exposure; it's about learning...driving innovation, enhancing performance and quality. In fact, every form of racing the company is involved in provides opportunities for advancements in tire development, helping to bring a better product to consumers.

"The experts who race on Goodyear tires don't choose us just because we're well known or have a strong racing heritage," said Kienzl. "They choose Goodyear because we build superior performing tires."

That mantra is exactly the point Goodyear is driving home with its "More Driven" advertising campaign. The campaign, which launched at

the start of last year's racing season, highlights the multitude of experts who rely on Goodyear tires for their superior performance.

Developing tires for drivers in some of the nation's premier racing series, such as NASCAR and NHRA, means Goodyear is constantly innovating new technologies and processes. But those innovations aren't kept inside the racing division. They're shared across the company, where many are adapted to make excellent consumer tires.



"Our engineers learn a lot from Goodyear's involvement in racing because it's such a demanding environment," Kienzl said. "Applying their knowledge to our consumer tires makes perfect sense. That track-to-street connection is part





# MARKETING

## 'SUPPORT OUR TROOPS' PROGRAM SEES EXPANSION

of what makes racing such a powerful tool for Goodyear.”

To further promote the connection between its racing and consumer tires, Goodyear’s marketing team is taking fans behind the scenes to see its own experts in action. One example of this effort was the company’s “Proving Grounds” program, which kicked off at last year’s Daytona 500.

“Developing a new tire for the freshly-repaved Daytona track in 2011 was the perfect opportunity to showcase Goodyear’s technical expertise,” Kienzl said. “We created a series of videos showing fans how Goodyear develops and tests a NASCAR tire. The end result was a new tire that received plenty of praise, from drivers and fans alike.”

Throughout the videos, Goodyear’s message to viewers was simple: If NASCAR drivers depend upon Goodyear to build the right tires for them, consumers can be confident in Goodyear’s ability to build tires with superior handling for their car, truck or SUV.

“We want to show consumers that Goodyear wouldn’t be the same without racing,” said Kienzl. “Just like racing wouldn’t be the same without Goodyear.”



In 2011, Goodyear once again honored members of the U.S. Armed Forces by transforming the appearance of its iconic race tires – and giving back to a good cause.

The second edition of the “Support Our Troops” program expanded Goodyear’s sidewall makeover to include all three of NASCAR’s major national series, as well as NHRA Racing’s Top Fuel and Funny Car series.

The red, white and blue “Support Our Troops” message, which replaced the “Eagle” and “Wrangler” lettering on sidewalls across each series, also marked the launch of Goodyear’s 2011 “Support Our Troops” initiative – an 11-week awareness and fund-raising effort which generated support and raised donations for the Support Our Troops nonprofit organization.

“The sacrifices that soldiers and their families make for us every day deserve recognition,” said Garth Ely, Goodyear director of brand marketing. “We hope that through the symbolic gesture of changing our tires, coupled with a grassroots fund-raising campaign, we could help make a difference in the lives of the troops and their families.”

Goodyear showed its support by donating tires to military families in need, offering a special military tire rebate and hosting a charity auction where fans bid on race-used Support Our Troops tires autographed by NASCAR and NHRA drivers.

The campaign also introduced a challenge competition where NASCAR and NHRA drivers battled to see who was fastest off the track. Drivers from both sports were tested in a series of physical events that used Goodyear racing Eagles during a test of strength, speed and agility. In the end, NHRA driver Del Worsham walked away as the champion.

Thanks to the generous support of Goodyear dealers and consumers, the “Support Our Troops” program once again raised more than \$100,000 to support active duty troops and their families. It also secured a place for cause-related marketing in Goodyear Racing’s future for years to come.





## GOODYEAR CONTINUES FAR-REACHING RACING PROGRAM

Few companies, if any, have as long and successful a history in the sport of auto racing as The Goodyear Tire & Rubber Company. Across racing country and throughout the world, Goodyear is synonymous with quality, speed and safety.

In the United States, NASCAR dominates much of the racing world. As the official tire supplier of NASCAR's top three series – Sprint Cup, Nationwide and Camping World Truck – Goodyear is an integral part of the sport.

“Our involvement with NASCAR continues to pay dividends on a number of different levels,” said Stu Grant, Goodyear's general manager of global race tires. “For one, the tremendous visibility of

the series allows for terrific exposure of the Goodyear brand. This ensures that Goodyear tires are top of mind when it comes to

tire purchase time for the many motorsports enthusiasts in North America and around the globe.”

In addition to the marketing benefits of being involved with NASCAR, there are technical benefits as well.



“The severe service conditions that our racing tires see in NASCAR represent a great proving ground to develop the tire technology that allows for the exceptional performance of our consumer and commercial tires. As we enter our 58th consecutive year as a tire supplier to NASCAR we're proud to have announced a five year extension of our supply agreement in late 2011. This contract extension ensures a steady supply of Goodyear Eagles

and Wranglers to the top three divisions of NASCAR through 2017.”

But Goodyear's involvement in motorsports does not end with NASCAR. Far from it.

Goodyear is also involved in the National Hot Rod Association, for both the professional and sportsman classes.

“The NHRA is by far the most successful sanctioning body in drag racing, and we are very happy with our association with this fine organization,”





# CONTINUITY

the starting line and much lower rolling resistance down the track.”

In sports car racing, Goodyear’s tire line is also expanding, much to the benefit of its teams.

“Our new line of DOT-approved Eagle RS radials has been performing exceptionally well on both autocross circuits and road courses, and we are gradually expanding our size offering,” said Grant. “We are also adding rain tires to some of our more popular sizes. All in all, it’s been a very exciting project and we couldn’t be more pleased about our entry into this segment of the DOT tire market.”

Goodyear’s Dirt Track tire program is also going strong for 2012.

“We don’t have many changes to report in our dirt track program,” said Grant. “We look forward to the running of the 52nd annual Goodyear Knoxville Nationals, and we continue as the official tire supplier of the World of Outlaws series and many other regional dirt track series and tracks around the country.

“In our short track program, Penney Racing Supply now serves as our national tire distributor. That will establish some consistency in delivering our tires to racers throughout the U.S. Competition Tire Canada will remain our distributor north of the border.”

Goodyear’s racing program is as widespread and diverse as

these United States and beyond.

The company’s commitment to motorsports is unrivaled in the business and looks to continue.

“Overall, Goodyear has been involved in motorsports for more than 100 years,” added Grant. “Racing has influenced our products, our processes, our leadership, and our corporate image, and I believe that our strong commitment to motorsports will continue well into the future.”



said Grant. “Our involvement in this area of motorsports allows us to obtain positive Goodyear brand exposure to a different fan base than in NASCAR, and like our NASCAR involvement, it translates into gains in our consumer tire business.

“On the technical side of drag racing, I’d like to say that we are very excited about our growing list of drag radial slicks. “In a growing number of applications, our radial tires provide high levels of grip off

That is a good feeling for all those involved in Goodyear Racing, from those that build and support the tires to those thousands and thousands of competitors that race on them each week.



## TRACKING AT THE TRACK **RFID TECHNOLOGY**

**K**eeping track of all the tires Goodyear brings to the race track is a big job. On a NASCAR triple header weekend, where teams in the Sprint Cup, Nationwide and Camping World Truck Series all compete, that number can approach 5,000 tires. So knowing where every tire is and to whom it belongs needs some close managing.

Last season, NASCAR inspectors on pit road were armed with hand-held RFID (radio frequency identification) scanners, similar to those used by Goodyear inventory control specialists at the track. With those, inspectors were able to scan tires on pit road and verify the ownership credentials of any tire on any car.

This year, a collaborative effort between Goodyear and NASCAR has incorporated newer technology to enhance its existing system of tire tracking.





# RFID

## HELPS GOODYEAR AND NASCAR MANAGE TIRE INVENTORY

“It’s really a technology relationship that we have with NASCAR,” said Rick Heinrich, Goodyear’s product manager. “We will work together to construct a transmission system each week at the race track to make our database

available over a WiFi-like signal in real time. This signal will be transferred to

a NASCAR inspector via a powerful, omni-directional access point.”

“Last year was our first foray with the readers on pit road,” added Jerry Kaproth, NASCAR’s senior special projects coordinator. “This year we’ll have a new setup that is a platform reader. We plan to set up this platform in two locations – one on our NASCAR inspection station to read the RFID tags in both the tires and the teams’ chassis, and

one at the exit of the garage to make sure that the tires on the car preparing to go out on the track are indeed assigned to that specific team.

“The system was developed by Goodyear’s Chris Knauf, utilizing an Impinj-made RFID reader and a series of antennas. The antennas capture the data located on the RFID tags, the reader ‘assembles’ the data and the software makes order of the data and presents it in a usable fashion.”

All of this is crucial in Goodyear and NASCAR’s desire to manage one of the most important elements of the race weekend.

“The tires are vital to NASCAR’s desire to establish a competitive field and series,” said Kaproth.

“As partners, it is incumbent upon NASCAR and Goodyear to work together so the competitors are all treated equally. To accomplish that, we are taking advantage of technologies that both organizations are using to oversee the process.”

Goodyear and NASCAR have worked well together for 58 consecutive seasons now, and with last year’s contract extension through the 2017 season, that relationship will continue to flourish well into the future.



## AN ICON IN THE SKY

Now in their 87th year of flight, Goodyear’s world-famous airships travel more than 100,000 miles across the United States each year as the tiremaker’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 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.

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

For more information on the iconic Goodyear blimp, visit [www.goodyearblimp.com](http://www.goodyearblimp.com).



## RACE TRACKS CHANGE, BUT GOODYEAR'S QUALITY

**W**hat can easily be said about the sport of NASCAR is that it's fast moving and ever changing. With the number of facilities that have recently been resurfaced, along with three more tracks on the books in various stages of the same process, The Goodyear Tire & Rubber Company's racing division will have to work fast to change several more tire recommendations for the coming season.

track will have a new surface, it guarantees that we'll have to come back with a new tire setup. To go along with the new, smoother surface, the cars will generally have more grip from the new asphalt, which means we'll need to control heat build-up in the new tire. Therefore, we need to strike the right balance with the tread compound to control that heat while still optimizing grip."



*Photo courtesy of Michigan International Speedway*

After last season's highly successful repaving projects at both Daytona International Speedway and Phoenix International Raceway, three tracks are scheduled for the same treatment for 2012 – Michigan International Speedway, Pocono Raceway and Kansas Speedway.

"Track resurfacing always presents a challenge," said Greg Stucker, Goodyear's director of race tire sales. "Just by the fact that the

The results during the 2011 season were solid. Both races at Daytona and the fall race at Phoenix came off without a hitch. As evidence of that, Goodyear will bring back the same tire combinations to each of those two tracks to start this season.



"Both the Daytona and Phoenix repaves went very well from our perspective," said Stucker. "Starting with Daytona prior to the 2011 season, we had a bit of a head start comparing that process to what went on with Talladega's repave just a few years ago. We got a lot of good information on the asphalt mix they were going to use and were able to get on the track with several teams in December to have a tire test. All the work we did in advance of that paid off.

"As far as Phoenix, it was a little different situation in that we ran on the old configuration in March, and then had a completely new track when we returned for a very important race in November. Again, we were able to get on the track for a test as



# REPAVE

## PERFORMANCE STAYS THE SAME



soon as it was done and came out of that with a good setup.”

That brings us to 2012. Michigan is the furthest along of the three “new” repaves. The surface at the two-mile oval has been completed, and Goodyear plans for a test early in the season.

As of the start of the 2012 season, the new surface at Pocono is mostly

laid down, with just the top layer of asphalt needing to be completed. That will happen as soon as the weather cooperates in northeastern Pennsylvania, and Goodyear will test there as soon as possible.

Kansas will follow a similar model as Phoenix. After the first race weekend at the track in April, the old surface will be torn up and

replaced. Goodyear will monitor the process closely, doing as much computer modeling as possible during the process, and hope to get on the track far enough in advance of the October race weekend to have a test.

“From an engineering standpoint, each track is unique. With the newer mixes of asphalt, the amount of time we spend working with track officials, and advanced nature of our process, we can do a lot of work before we ever even get to have a car on a new track surface,” said Stucker. “Having to come out of the box last year with a new tire setup for the Daytona 500 was a challenge, but we’re very happy with our results. Phoenix was



*Continued on page 12*



## 2012 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  
Michigan  
Texas

Group 3 Atlanta  
Auto Club (Fontana)  
Dover  
Kansas  
Kentucky  
Rockingham

Group 4 Bristol  
Indianapolis  
Iowa  
Phoenix  
Pocono

Group 5 New Hampshire  
Richmond

Group 6 Martinsville

Group 7 Infineon (Sonoma)  
Elkhart Lake  
Montreal  
Watkins Glen

## RACE TRACKS CHANGE, CONTINUED



Photo courtesy of Michigan International Speedway

a different model, but we had similar success.

“This year, at Michigan, Pocono and then Kansas, we have three tracks of varying lengths and configurations being repaved. And even though the tracks are different, we are able to apply similar methods to coming up with new tire setups. We have a good bit of history on all three facilities and we will again work closely with the contractors, track officials and NASCAR. Once we actually get

on the track to confirm our recommendations, all the hard work in track imaging, translating data and computer modeling we have done will pay off.”

Hard work is a way of life in the racing business, and the one axiom that seems to apply most is that the more things change, the more they stay the same. And so it goes – new season, new track

configurations, same consistent performance from Goodyear Racing.





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# SMOKE MACHINE



MORE VICTORIES. MORE BURNOUTS. EVERYTHING WE'VE LEARNED MAKING TIRES CHOSEN BY NASCAR® INSPIRES WHAT WE ROLL INTO YOURS.

**GOODYEAR**  
Official Tire of 



## FINISHING TOUCHES MAINTAIN QUALITY OF GOODYEAR'S

**B**uilding a Goodyear race tire is a long, arduous process. Even after the racing Eagles and Wranglers are conceived, designed, built and cured, the job is not done. It's not until each and every tire built in the Akron, Ohio-based Goodyear Innovation Center runs through a series of quality control tests that they are approved for use on the world's race tracks.

"First, something that is important to note is there are a multitude of quality processes and procedures built into the tire manufacturing process," said Dan Harrison, Goodyear's manager of race tire product development and quality. "Our quality procedures are an integral part of every step throughout the manufacturing process."

After a Goodyear race tire is built and cured, four basic quality inspections are performed on every tire before it's shipped. Those steps include a visual inspection, an X-ray test, a Shearography test and a ride quality test.

These processes start with the visual inspection, which encompasses both sight and touch inspections.

"The tire is delivered to the tire inspector, still warm from the curing

press," said Harrison. "They have an inspection station that consists of a turn-table that allows them to view every aspect of the tire, and a bank of high intensity lights that enhance their visual inspection. When you're inspecting something that is black, the quality of the light used during inspection is very important.

"Inspectors are looking, and feeling, for imperfections that may have occurred during the curing process. Visually, they are looking for conditions on the tire that shouldn't be there. They also use their hands and fingers to feel for very subtle things that are not easily seen. As in many of the processes involved in manufacturing our race tires, cured tire inspection requires extensive training, knowledge and proficiency."

The next step is the X-ray process, where an inspector will view all the internal components of the tire.

"We look at the entire internal composite structure of the tire," said Harrison. "As in the visual inspection, the X-ray inspection is looking for any condition that is not

normal. The X-ray can find voids, or air trapped between components, and foreign material, but primarily the X-ray inspector is looking at the quality of the reinforcements, such as the ply, belts and overlay."



Next in line is the Shearography test, which is an optical test that provides additional information about the internal structure of the tire.

"Although the X-ray can detect some voids in the cured tire, smaller voids are difficult to see as they may be masked by the reinforcements or other tire components," added Harrison. "In the shearography process, very small voids can be detected. The process is a complex one that results in images of the



# QUALITY CONTROL

## RACE TIRES

inside surface of the tire taken while stressed in a vacuum.”

Once a tire has gone through these three stages, it is ready for a ride quality test, or in Goodyear’s terminology, a force/balance test.

“The equipment used is a force/balance machine,” continued Harrison. “The force machine station consists of two perfectly round half rims, and a road wheel that has load cells attached to it in both radial and lateral directions. The tire is mounted on the rims, inflated to a prescribed specification, and indexed into the turning road wheel until the load wheels reach the specified test load for the tire. As the tire/wheel rotates, the force

machine measures the radial and lateral force variations seen by the road wheel. These forces simulate the forces the race car will see from the tire only. These are checked against established standards to ensure there will be no tire induced vibration for the drivers and teams.

“Second is the balance station. It’s very similar to what you see when you have your personal vehicle tires balanced, except that it’s automated. The tire is rotated on a perfectly balanced rim, and the dynamic balance of the tire is measured, displayed, recorded and checked against established Goodyear standards.”

In reality, the processes listed



here are the same as those used in Goodyear manufacturing plants that produce consumer and commercial tires, as well. The final finish process is something Goodyear does for every product line it produces, including NASCAR.

“Our involvement with racing is very important to Goodyear, and these tires are our ‘ambassadors’ for the entire Goodyear family,” said Harrison. “They have our name in big, bold yellow letters on them for the world to see. The associates that hand-build these tires put their name on them. For Goodyear Racing, our quality is a source of pride.”

These final inspection steps are just some of the many quality processes and procedures that are forever present in each and every phase of Goodyear’s tire manufacturing process. Building every tire to high quality standards is the Goodyear way.





## THE EVOLUTION OF GOODYEAR'S BIAS-PLY TIRES

What do the fastest lap in NASCAR, the fastest passes in NHRA, the winged sprint cars of the World of Outlaws and the American Canadian Tour's late model stock car series have in common?

Well, they all race on Goodyear tires – that's given. But the real answer lies in the type of Goodyear tires they use.

If you know racing history, the answer is simple: The tires above are all Goodyear bias-ply racing tires.

Bill Elliott's record lap, 212.809 mph at Talladega Superspeedway in 1987, was accomplished before the restrictor plate era began and before stock car racing's top series ran exclusively on Goodyear radial tires. Since then, Goodyear's bias-ply tire development has continued at the same industry-leading pace as the work on its radial tires.

Del Worsham, Matt Hagan and Greg Anderson won their 2011 NHRA Full Throttle Drag Racing Series championships on Goodyear bias-ply tires. NHRA Lucas Oil Drag Racing Series Sportsman champs Duane Shields (Top Alcohol Dragster), Lou Ficco Jr. (Competition Eliminator) and Peter Biondo (Super Gas) did the same.

These aren't your grandfather's bias-ply tires.

"We build bias-ply tires for every type of racing," said Greg Stucker, Goodyear's director of race tire sales. "The world of bias-ply racing is every bit as competitive as radial racing, so we keep moving forward."

Look no further than Goodyear's new line of Aramid construction bias-ply tires for sports cars.

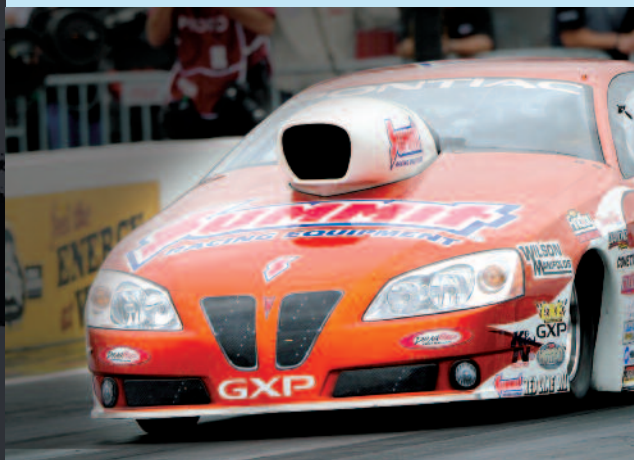
"This new line of tires is aimed at open wheel-type cars that compete in the Sports Car Club of America," said Goodyear's Steve Petrescu, sales account manager for sports car racing. "The tires are more

Racing and Formula Mazda classes. They will also be used in the new Formula 1000 series.

Today's bias-ply racing tires are technologically advanced. And while they do have different handling characteristics than radial race tires, bias-ply tires have a key advantage that many racers consider vital: Bias-ply tires cost less to manufacture than radials – a savings which Goodyear passes on to racers.

NASCAR's regional series, such as the K&N Pro Series East, Pro Series West and Canadian Tire Series, primarily compete on short tracks around North America.

However, their schedules also include road courses and speedways every season. The variety of demands placed on the tires used by drivers is extraordinary, and the heavy stock cars create application



responsive with better wear. We've added new materials and a stiffer construction package to the design."

The tires can be used by SCCA racers in the C Sport Racing, D Sport

difficulties not seen elsewhere in the automotive world.

"We save teams money in many forms of racing with our bias-ply tires," Stucker said. "At the same time, we can't stop the research



# CONSTRUCTION

and design effort. This is a very competitive business and Goodyear has a proud history of producing successful bias-ply racing tires.”

Most drag racers blast down the strip on bias-ply tires. One example is Goodyear’s D2681, the rear tire that propelled Matt Hagan to the first sub-four second pass in NHRA Funny Car history in 2011.

The D2681 helps Funny Cars and Top Fuel dragsters accelerate to speeds in excess of 300 miles per hour over a span of 1,000 feet. The tires grow and change shapes while gripping the track surface.

“I would argue that these are some of the most advanced tires in the racing world,” said Goodyear’s Bryce Jones, marketing manager for drag racing.

The same can be said for the dirt track tires Goodyear builds for sprint car drivers around the country. The stresses and loads placed on tires in the broadsliding sport require tremendous technical advancements from a tiremaker.

At Goodyear, bias-ply racing tires aren’t a thing of the past. They represent the cutting edge of racing technology and a program which continues to drive forward.

## RACE TIRE STICKER DATA

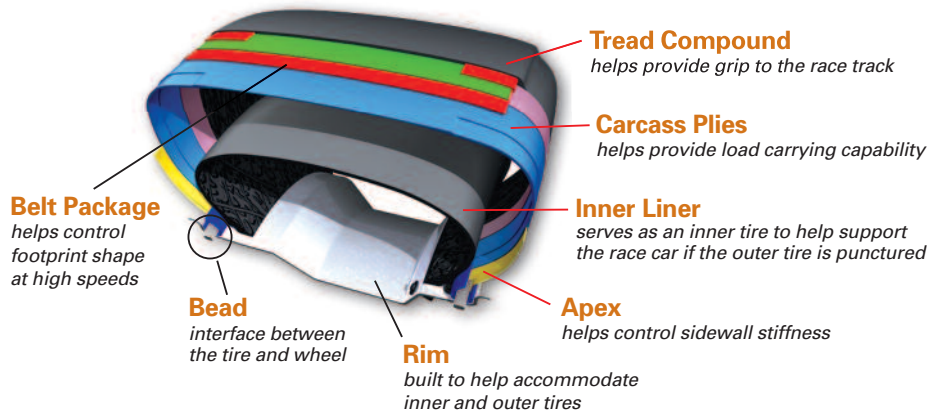
Every new Goodyear race tire is delivered with a tire label.



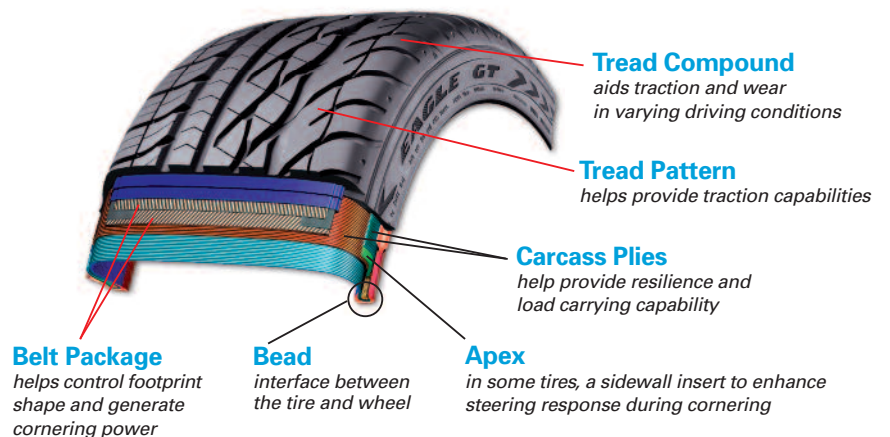
- Eight-Digit Barcode Identifier**
- Spring Rate Number**
- Tire Size**  
*tire diameter, tread width and bead diameter*
- Product Code**
- Tire Classification**
- Tire D Code**  
*identifies mold, construction and compound combination; also found on tire sidewall*
- Sequence Number**  
*identifies tire 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







## DRIVING EXCELLENCE – 1,000 FEET AT A TIME

The ear-splitting, ground shaking world of drag racing has been an important part of Goodyear Racing's legacy for decades. Most important milestones in the straight line sport have been accomplished on Goodyear tires – and records are continually being broken.

Because Goodyear's development program evolves on racing's cutting edge, the company consistently builds tires capable of providing grip for the intense forces generated by the 9,000 horsepower cars of racing's fastest machines, the Top Fuel and Funny Car rockets of the National Hot Rod Association.

On September 16, 2011, driver Matt Hagan made the first sub-four second, 1,000-foot pass by a Funny Car in NHRA history. And he made his mark on history with a set of Goodyear Eagles.

The development process is an important part of all Goodyear's

drag racing applications.

"The engine that drives our programs is our development process," said Greg Stucker, Goodyear's director of race tire sales. "It has always been that way because the drag racing business is so dynamic. Teams find ways to generate new power and more top end speed every week and we have to make sure our tires are the right ones for that application."

Goodyear continues in 2012 as the exclusive tire provider for the stars of the National Hot Rod Association's premiere categories, the Full Throttle Drag Racing Series Top Fuel, Funny Car and Pro Stock classes.



"Our D2681 rear tire for the fuel categories (Top Fuel and Funny Car) and the D2200 (for Pro Stock) have been successful tires," said Bryce Jones, Goodyear's sales account manager for drag racing.

But while the tires Goodyear builds for the professionals make headlines, the company is also heavily involved in the Lucas Oil Drag Racing Series for Sportsman racers, where tiremakers compete head-to-head.

In the Sportsman world, Goodyear leads the way with innovations. Just ask 2011 Sportsman champs Duane Shields (Top Alcohol Dragster), Lou Ficco Jr. (Competition Eliminator) and Peter Biondo (Super Gas).

New for 2012 is Goodyear's D4463 offering for the Competition Eliminator and Super Stock category cars. The D4463 is the third tire in Goodyear's new drag radial line of larger radial tires. The first two tires in



# DRAG RACING

the line, Goodyear's D4459 and D4461, made successful debuts in 2011.

The D4463 measures 33 inches tall and 14.5 inches across

the tread face. It mounts on a 15-inch wheel. Like its previously introduced brethren, the D4463's construction includes Goodyear's D8 tread compound.

"This is a fast tire," Jones said. "It's for cars in the Competition Eliminator and Super Stock classes that want to go fast. We have seen



this tire perform well across a variety of atmospheric conditions and race car applications."

The D4459 measures 31 inches by 13.5 inches and the D4461 is 32 inches by 14.0 inches. Like the D4463, these tires mount on 15-inch rims.

"In our testing and under racing conditions, we have seen that these tires can produce gains of eight hundredths of a second or more," Jones said. "The tires show gains

in both elapsed time and top speed. They represent a major development."

The D8 tread compound is among the newer members of Goodyear's list of compounds. It has proven to be very effective under racing conditions. The D4463 is the latest in Goodyear's line of drag racing tires.



## BIONDO AND GOODYEAR: A WINNING COMBINATION

The toughest thing Peter Biondo did during the 2011 racing season wasn't winning a specific round or beating a specific opponent. It wasn't making a perfect jump from the starting line in a key race.

A frequent national champion, he'd certainly done all that before.

No, the remarkable thing he did late in the 2011 season was change from one engine package to another in the midst of a national championship run in the NHRA Lucas Oil Drag Racing Series' Super Gas category. It was a change that also forced Biondo to switch from one Goodyear Eagle Dragway Special to another on the rear of his 1963 Chevrolet Corvette Roadster.

"I've won six national championships and 14 divisional championships," Biondo said. "Ever since day one, I have raced on Goodyear tires. I have faith in you guys."

The change worked. Biondo, of Queens, N.Y., is the 2011 Super Gas champ.

Biondo started the season with an 800-horsepower power plant in the Corvette, using Goodyear's D2532 drive tire on the rear axle. It was a successful



combination. But after careful consideration he changed to an 1,100-horsepower engine, believing that he'd need the change to win the title. That required Biondo use a different tire, Goodyear's D1022.

"I'd never run on the 1022 before," Biondo admitted. "But I switched in the middle of a championship run. I have confidence in Goodyear, period."

The D1022 measures 34.5 inches tall and 17 inches across the tread face. The D2532 is 33.5 inches tall and 17 inches wide. Both tires mount on 16-inch rims and have Goodyear's D2A tread compound.

Biondo won races on both tires in 2011.

As Peter Biondo will tell you, winners race on Goodyear tires because Goodyear has a tire for every drag racing application.



## GOODYEAR IMPROVES SPORTS CAR OFFERINGS FOR 2012



The design, development and production pace at Goodyear's Innovation Center in Akron, Ohio is always brisk. But lately that pace has been moving at, well, racing speeds in the sports car arena.

For 2012, Goodyear Racing will enter new racing series, introduce new constructions for existing programs and supply products to new areas where growth is expected.

"We always try to anticipate changing demands," said Steve Petrescu, Goodyear's sales account manager for sports car racing.

Goodyear will introduce a new line of tires in its bias-ply line for 2012, featuring the tiremaker's Aramid construction. The new line includes fitments for Sports Car Club of America (SCCA) competitors in the C Sport Racer, D Sport Racer and Formula Mazda classes.

The new tires have a stiffer sidewall construction, are more responsive to driver input and have enhanced wear characteristics.

*Elite Autosport*

**51**

**GOODYEAR**

**RAE RACER**



# SPORTS CAR

“We’ve always been competitive in the open wheel classes,” Petrescu said. “But this new construction is a dynamic step forward.”

Tires featuring the new construction will also be supplied to the new Formula 1000 Championship Series, which begins competition in 2012. Goodyear is the series exclusive tire supplier.

Goodyear’s role as the exclusive tire supplier for the Star Mazda Championship presented by Goodyear also continues in 2012. The sanctioning body conducted



Star Mazda program since the series began operations in 1991.

The Star Mazda Championship presented by Goodyear sanctions races at some of the best-known road racing facilities and oval tracks in North America. The Championship has become a career destination series for many drivers, while at the same time becoming a recognized step in the development of drivers wanting to reach road racing’s highest levels. For many of those drivers, the Championship is the first opportunity to race on radial tires.

Goodyear is also the exclusive tire supplier for one of the SCCA’s most populous classes, Spec Racer Ford, and there is a new offering for the SRF teams in 2012. At the request of teams in the SRF

community, Goodyear has developed a more robust rain tire for those cars.

“This is a multiple-use rain tire,” Petrescu said. “A lot of the teams requested a rain tire with a longer life and we’ve built it. This tire will help reduce difficulties created when the Spec Racer Ford cars go out on a track that is only partially damp, where track conditions dry gradually.”

Goodyear’s Eagle RS line of DOT radial tires also has new rain offerings, with four new sizes of rain tires being added for 2012. The new line is designated the Eagle RSR.

Those same Eagle RS and Eagle RSR tires will be available in the historically strong segment of solo racing and autocross events, along with a new line specifically aimed at solo programs across the country.



an extended testing program on various car components during the off season, since the cars continue to evolve. During testing, the sanctioning body elected to keep the same radial tires Goodyear supplied last season. Goodyear has been the tire supplier for the

*Continued on page 22*





## SPORTS CAR OFFERINGS, CONTINUED

In solo racing, cars are allowed on the track one at a time and race only against the clock. There are plenty of sanctioning bodies and classes in this form of racing.

“We’ve also developed a new tire package for the Porsche Cup series,” Petrescu said. “The Porsche Club of America has a terrific program and our new package includes tires with

different tread compounds for the front and rear tires.”

The Porsche Cup offerings were a natural outgrowth of Goodyear’s status as the exclusive tire supplier for the SCCA Trans Am Series. The tiremaker provides both radial and bias-ply tires for the wide variety of competitors in Trans Am.

Trans Am’s Group 1 is for the program’s traditional cars, such as Mustangs, Corvettes, Jaguars and others that historically made the

Trans Am name famous. Group 2 cars will be NASCAR-type stock cars. Group 3 is for the Porsche Cup-type sports cars.

Goodyear’s vast racing heritage positions the company as the perfect tiremaker to successfully supply a program as varied as Trans Am.



## KIESEL RACES THE CLOCK

Give some race drivers an edge and they’ll give you a fast lap, or maybe win a race. Give California’s Jeff Kiesel an edge and he’ll win a championship.

Kiesel, the Sports Car Club of America national champion in the E Modified class of Solo Racing, has a big edge: Goodyear tires.

“The compound is critical because you only get three laps, one at a time,” Kiesel said. “You get to walk the track, but you can’t drive it.”

Most of the solo racing venues are in stadium parking lots or non-functioning airports where the course is marked by cones.

Typically, the races are two-day events where the course is changed overnight and drivers are allowed three laps per day. Cars are on the track one at a time, racing only the clock.

Kiesel drives a 1958 Austin Healy Sprite in the E Modified



class. Powered by a turbocharged rotary engine, the car develops up to 400 horsepower and weighs 1,800 pounds with the driver seated behind the steering wheel.

The car was difficult to drive until, following the recommendation of a friend, Kiesel obtained a set of Goodyear tires as a trial.

“All of the car’s bad habits went away,” Kiesel said. “It wasn’t the car, it was the other tires we were using. Now we don’t have any of that stuff happening.”

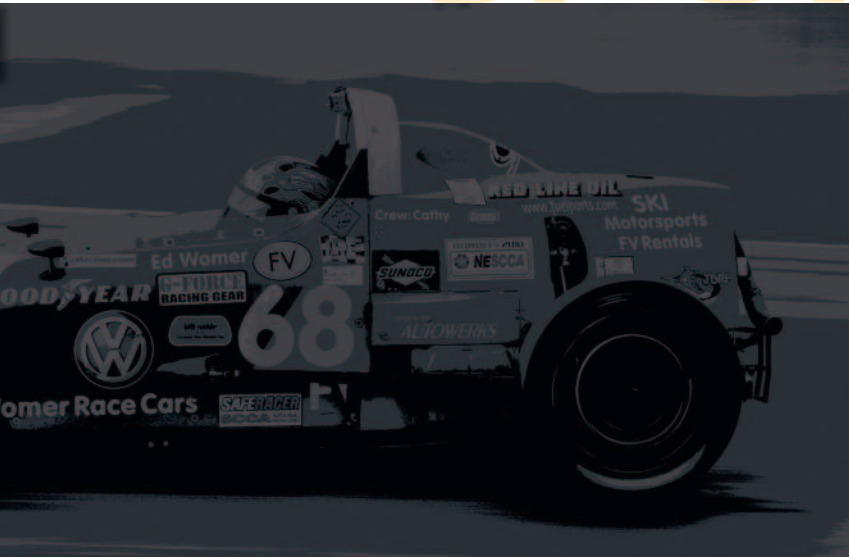
Kiesel’s streak of five Solo2 National Championships and five Pro Solo National Championships puts him in elite company among racers, but not within his own family. Shawn Kiesel, Jeff’s wife, owns four national titles and his father, Mark, finished second at the national championship event in 2009.

And the racing genes don’t end there. Jeff and Shawn have two children who race karts.

Jeff Kiesel said Goodyear Racing’s customer service has been important to his championship run, citing Darryl Duncan and Jim Dowdy of Carroll Shelby Racing for their assistance.



# SPORTS CAR



## RUMAN RACES INTO HISTORY

“If you put something on my car and it says Goodyear on it,” said sports car racing veteran Amy Ruman, “I’ll make something happen.”



Ruman, a four-time Sports Car Club of America Northeast GT-1 champion, celebrated her biggest victory in 2011 after winning her first Trans Am race. Goodyear is the exclusive tire supplier for Trans Am, but Ruman has raced on Goodyear tires her entire career.

“I’ve just done well with them,” Ruman said.

A second generation racer, Ruman raced in lighter, open wheel cars before moving into the so-called heavy iron of the powerful Trans Am/GT-1 class. The victory came at Road Atlanta, during a season in which Ruman felt she was close to winning several times.

Ruman took the checkered flag on pit road after a track-blocking crash ended the race early. She celebrated immediately.

“I jumped out of the car and stood on the side

of the car with my hands in the air,” she said. “It was the last race for that car.”

The car, a Chevrolet Corvette, is the same one her father bought and started racing in 1994. Ruman has won in SCCA regional competition, but her Road Atlanta win was a milestone victory. She became the first woman to win a Trans Am race and was named to the 2011 American Auto Racing Writers and Broadcasters All American team.

Both the car and its drivers have used Goodyear radial and bias-ply tires through the years. Ruman has performed testing duties for the tire maker as well, helping Goodyear’s development process. That familiarity with the tires, Ruman said, has helped her as a driver.

“We squeeze every mile out of a set of tires, I’ll tell you that,” Ruman said. “Sometimes that will help because, on a hot Trans Am track with a car that heavy and that powerful, you need to know how your tires are going to react and perform. I know the Goodyears will perform well.”

So how has the victory changed Amy Ruman? Has it lifted a weight off her shoulders? Of course not. She’s a racer.

“I want the Trans Am championship now,” Ruman said. “I want to go beat (Trans Am champion) Tony Ave.”

Naturally. But Ave races on Goodyear tires, too. Looks like another good year for Trans Am.



## GOODYEAR CONTINUES TO LEAD IN THE DIRT

Goodyear's role as the key tire supplier in the broad sliding, dirt-throwing world of winged sprint car racing continues in 2012, as the tire maker supplies the best-known touring series and most influential tracks in the sprint car world.

Most prominent is Goodyear's position as the Official Tire of the World of Outlaws Sprint Car Series. Goodyear exclusively supplies tires for the Outlaws and has similar agreements with other sanctioning bodies.

"It's a dynamic environment," said Justin Fantozzi, Goodyear Racing's marketing manager. "The Outlaws teams race several times a week on a wide variety of track sizes and dirt surfaces. Everywhere they go there's a solid group of local racers waiting for a chance to race against the touring series stars on tracks the locals know really well. The competition is extraordinary."

Goodyear supplies up to 17 tire codes at WoO races. At any given event, Goodyear supplies one size tire on the right rear corner of the car with four different tread compounds. On the left rear, Goodyear makes four sizes available, most with four different compounds. Front tires come in

three different compounds.

The same tires used by the Outlaws are also supplied to touring series and tracks around the country. That includes sponsoring the biggest race in the sport, the Goodyear Knoxville Nationals, at Knoxville Raceway in Iowa. The summer classic attracts racers and fans from every corner of the sprint car world.

"Obviously, Goodyear gets a lot of exposure at the Knoxville Nationals," Fantozzi said. "The race is a huge stage for us to help build brand recognition because it draws so many fans from every corner of the country and around the world. We also supply tires for the weekly program at the track. Our goal, obviously, is to win races one day and sell consumer tires the next."

For the 2012 season, Goodyear is also supplying tires to touring series such as the All Stars Circuit of Champions, United Sprint Car Sanctioning, Golden State King of the West Series, Oil Capitol Racing Series, Northern Outlaw Sprint Association and Cajun Sprinters.

Tim Kaeding, the 2011 King of the West champion, has raced all



over the country and internationally. He raved about the tires his series used in 2011 – especially Goodyear's "100" compound.

"Out here on the West Coast, the '100' is the (compound) you want to run with," Kaeding said. "We'll put a '200' on the car occasionally if there is rubber down, or if the track is really heavy in order to free the car up some. But the '100' is a tire that is capable of lasting through the night and it will stay with you at the end of the night."

Goodyear's commitment to building the best tire for every application also led to the development of a slightly different right rear tire for the Oil Capitol Racing Series.

"The demands are different for the OCRS cars, so we worked with the teams to create a different right rear tire," Fantozzi said. "This business is about service, so we built a tire for their needs."

That's why Goodyear's service leads the industry.



# SHORT TRACK

## RACING'S WEEKEND WARRIORS RELY ON GOODYEAR

They can be found in every corner of North America – wrenching and welding for days on end, aiming at the one day of the week when they go racing. They work in home garages, seldom have sponsors and race for the sheer love of competition.

They are short track racers: the grassroots backbone of the racing business. And they're more numerous than racers in any other form of the sport.



Goodyear's long-standing determination to equip short track racers with superior performing tires has made it an industry leader for decades. The same development process that effectively engineers tires for the top series of NASCAR and NHRA also generates exceptional tires in short track racing. Goodyear builds tires for teams that race at the same track, both paved and unpaved, every week and for teams competing on regional tours. New for 2012, Goodyear has developed a tire for entry-level, four-cylinder

race cars. The 14-inch tire mounts on smaller cars, many which are front wheel drive and generate less horsepower than the short track cars Goodyear typically outfits.

"We continue to develop our product lines each year to better serve the short track industry," said Scott Junod, Goodyear's sales account manager for short track racing. "We listen to the promoters and teams during the process and that input is very important to Goodyear."

Tires made for the late model stock cars of the American Canadian Tour (ACT) fit both touring series competitors and weekly racers at tracks in the northeastern U.S. and southeastern Canada. Goodyear is the exclusive tire provider for the ACT, its sister series in Canada, the Serie ACT Castrol and the Bond/Auto Wix Tiger Tour.

Goodyear also supplies tires for the United Auto Racing Association's Southern Touring Asphalt Racing Series (UARA-STARS), a super late model series that has become one of the most popular series of its kind in the southeastern U.S.

On the other end of the short track spectrum are NASCAR's four development series spanning across North America – the K&N Pro Series East, K&N Pro Series

West, Canadian Tire Series and NASCAR Mexico. Because the K&N and Canadian series share a common rulebook, teams can race interchangeably, confident that they're already familiar with the Goodyear rubber. Many teams are affiliated with NASCAR Cup teams and are part of NASCAR's Driver Development Program.

"Our relationship with NASCAR is an important part of Goodyear Racing," said Greg Stucker, Goodyear's director of race tire sales. "It goes beyond what the fans see at the superspeedways where we work with the NASCAR Sprint Cup, Nationwide and the Camping World Truck Series. We're also committed to NASCAR's regional programs and many of the weekly programs we supply are part of NASCAR's weekly track program."

Goodyear is also the exclusive tire provider for the National Dirt Racing Association's Late Model and Modz (modifieds) national championship programs, as well as winged sprint car programs at tracks such as Knoxville Raceway in Iowa.

The wide range of racing tracks, surfaces and car types in the world of short track racing requires a great deal from a tire maker – and Goodyear proudly delivers.



# KEY POINTS IN GOODYEAR 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.

# HISTORY

## 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 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.

## 2001

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



## 2002

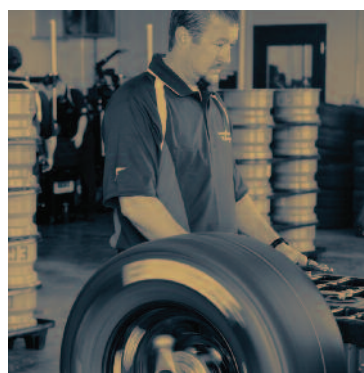
During its return to NASCAR North Series, Goodyear tires helped set 11 track qualifying records.

## 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.



## 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.

## 2009

Goodyear developed a new NASCAR wet weather tire with a tread pattern based on the popular Eagle F1 All Season street tire. It is run for the first time in a NASCAR Nationwide Series race at Circuit Gilles Villeneuve in Montreal in August.

Celebrated its 1,500th NASCAR Sprint Cup victory, by Carl Edwards at Michigan in August.

## 2010

Became the "Official Tire" of the World of Outlaws series.

## 2011

Extended contract with NASCAR as the "Official Tire Supplier" of all three national touring series through the 2017 season.

Ended the season with a running total of 1,585 victories in the NASCAR Sprint Cup Series.



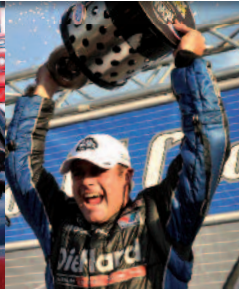


## 2011 GOODYEAR RACING CHAMPIONS

*Tony Stewart, NASCAR's 2011 Sprint Cup champion, receives his third Goodyear Gold Car at NASCAR's year-end banquet in December. The Goodyear Gold Car, a 24-carat gold replica of the Sprint Cup champion's car, is hand engraved each year by artist Michael Dunlap, who has been sculpting the award since 1985.*



**Kent Prather**  
SCCA GT Lite Champion



**Matt Hagan**  
NHRA Full Throttle Funny Car Champion



**Ricky Stenhouse Jr.**  
NASCAR Nationwide Series Champion



**Greg Pursley**  
NASCAR K&N Pro Series West Champion



**Tim Kaeding**  
Golden State King of the West Series Champion

### OVAL TRACK RACING

#### NASCAR Champions

Sprint Cup Series – Tony Stewart  
 Nationwide Series – Ricky Stenhouse Jr.  
 Camping World Truck Series – Austin Dillon  
 K&N Pro Series East – Max Gresham  
 K&N Pro Series West – Greg Pursley  
 Canadian Tire Series – Scott Steckly  
 Mexico Series – German Quiroga

### SHORT TRACK

American Canadian Tour – Brian Hoar  
 Serie ACT Castrol – Patrick Laperle  
 Bond Auto/Wix Tiger Tour – Derrick O'Dennell  
 UARA-STARS – Brennan Poole

#### Dirt Racing

World of Outlaws Sprint Car Series – Jason Meyers  
 Golden State King of the West Series – Tim Kaeding  
 Oil Capitol Racing Series – Sean McClelland  
 Goodyear Presents the United Sprint Car Series – Terry Gray  
 All Stars Circuit of Champions National Champion – Tim Shaffer  
 Great Plains – Tim Shaffer  
 Ohio Region – Tim Shaffer  
 Northern Outlaw Sprint Association – Casey Mack  
 Interstate Racing Association – Billy Balog  
 Cajun Sprints – Lane Whittington  
 National Dirt Racing Association  
 Late Models – Ron Parker  
 Modz – Kyle Strickler

### DRAG RACING

#### NHRA Champions

Full Throttle Series  
 Top Fuel – Del Worsham  
 Funny Car – Matt Hagan  
 Pro Stock – Jason Line  
 Lucas Oil Series  
 Top Alcohol Dragster – Duane Shields  
 Competition Eliminator – Lou Ficco Jr.  
 Super Gas – Peter Biondo

### SPORTS CAR RACING

#### Star Mazda Championship presented by Goodyear

National – Tristan Vautier  
 Expert – J.W. Roberts

#### Formula Car Challenge presented by Goodyear

West Coast Pro Formula Mazda – Lloyd Read  
 2010-2011 Winter Series – Frank Cusack  
 West Coast Region Pro Formula Mazda – Lloyd Read  
 Formula Mazda – Peter Workum  
 Southwest Region Formula Mazda – Darryl Wills  
 Midwest Region – Jason Vinkmuller  
 Southeast Region Formula Mazda – Ty Young  
 NASA National Champion – Darryl Wills

#### SCCA Champions

GT1 – Michael Lewis  
 GT3 – John Black  
 GT Lite – Kent Prather  
 Formula Mazda – Darryl Wills  
 Spec Racer Ford – Richard Spicer  
 F Production – Steve Sargis  
 H Production – Greg Gauper  
 Southern Pacific Divisional Formula Atlantic – Vince Gaddini  
 Cal Club Region Formula S – Renny Damon

### MOTORCYCLE RACING

#### AMA Flat Track

Pro Harley-Davidson Insurance  
 Expert Twins – Jared Mees  
 Expert Singles – Sammy Halbert  
 Combined GNC – Jake Johnson  
 Pro Motorcycle Superstore.com  
 Pro Singles – Michael Martin







**The Goodyear Tire & Rubber Company  
Corporate Overview**

Goodyear employs approximately 73,000 people and manufactures its products in more than 54 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](http://goodyear.com/media) or [www.racegoodyear.com](http://www.racegoodyear.com) or [www.ciastockphoto.com](http://www.ciastockphoto.com) (username: [goodyearmedia](http://goodyearmedia), password: [racetires](http://racetires))  
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