



CONTACT:
Jens Voelmicke
Phone (+352) 8199 2010
jens_voelmicke@goodyear.com

Press information

Leading position confirmed by independent winter expert Test World

Goodyear Launches UltraGrip Ice+: “Best Tire for Nordic Winter Conditions”^{*1}

Brussels, Belgium, February 10, 2010 – Goodyear, one of the world’s largest tire companies, is proud to introduce the UltraGrip Ice+ with ActiveGrip Technology: a non-studded ice tire that delivers excellent performance in all types of extreme winter weather. The innovative Goodyear winter tire offers drivers in countries such as Finland, Sweden, Norway, the Baltics, Russia, Belarus and the Ukraine better grip, especially in icy conditions.

The Goodyear UltraGrip Ice+ was extensively tested against its leading competitors by independent testing organization Test World and delivered impressive results:

- **8% better performance on average versus three leading competitors, ^{*1}**
- **3% shorter braking on snow, ^{*2}**
- **3% more control on ice and ^{*2}**
- **11% shorter braking distance on wet. ^{*3}**





Drivers in arctic winters face a variety of extreme conditions.

During the extreme winters of northern Europe and Russia, drivers often face a variety of demanding road and weather combinations that put extra challenges on their driving skills.

Slipperiness on ice and snow remains one of the most important causes of elevated road accident risk in winter; especially in the case of black ice. As temperatures increase during the day and then suddenly drop overnight melting ice and snow is refreezing and treacherous road conditions can be the result. Cornering, braking and uphill driving are the main challenges that drivers face in snowy conditions. Warmer temperatures contribute to different types of winter road hazards. Water and especially slush on the road can cause aquaplaning which can eliminate the contact between tire and road and lead to a loss of control when driving. Very often, arctic winter driving conditions are extremely cold and dry, in which traditional winter tires might lack in performance.

The new UltraGrip Ice+ features various elements that have been engineered to help drivers to manage these different winter challenges.

ActiveGrip Technology: dual cap compound and hybrid sipes.

The new Goodyear UltraGrip Ice+ features ActiveGrip Technology that combines a dual cap compound with innovative hybrid sipes:

- **Dual Cap Compound.**

The extreme arctic cold affects not only drivers, but also the vehicle: batteries refuse to work, metals become brittle and break easier, and rubber, when subjected to extreme cold, loses its elasticity. This reduced elasticity is one of the main reasons, why winter tires for extreme temperatures require a special winter tread compound. The UltraGrip Ice+ features 'Dual Cap Compound' – an innovative combination of two different types of compounds that enable it to





deliver top performance levels in both icy and snowy winter conditions as well as on dry or wet roads at higher temperatures. The top compound layer – a softer ice compound that remains flexible even at very low temperatures – delivers excellent grip on ice. The bottom compound layer – a harder winter compound – ensures good dry handling at higher temperatures. Both layers of compound also feature innovative sipe patterns that help deliver optimal grip over the tire life.

- **Hybrid sipes.**

The UltraGrip Ice+ tread features two layers of compound, each with its own specific sipe pattern. These hybrid sipes, a combination of the waffle sipes found in the upper compound layer and zigzag sipes found in the bottom compound layer, have been specifically designed to offer longitudinal tread stiffness over the entire tread depth, thus contributing to excellent grip on both snow and ice throughout the entire lifetime of the tire.

V-shaped tread design with high tread depth and Snow Grasper feature.

The UltraGrip Ice+ also features a V-shaped tread design with wide transversal grooves for strong water and slush evacuation. This enables the tire to deliver high levels of slush- and aquaplaning resistance.

The sharp tread design elements, called the 'Snow Grasper', enable the tire to capture the snow at its footprint's leading edge, thus providing both improved traction and breaking in snow.



The multi-radius cavity with a small shoulder radius ensures a long, wide footprint that delivers more even pressure distribution between the tire and the road surface. This ensures that the UltraGrip Ice+ provides improved road contact, displays more even tread wear and delivers improved mileage levels.

The high tread depth of the UltraGrip Ice+ provides improved aquaplaning resistance and better traction on snow and ice. The variable tread block lengths



and arrangement of the UltraGrip Ice+ both deliver reduced noise frequency peaks for a quieter and more comfortable ride.

Stringently tested by independent testing organization Test World.

During its development, the UltraGrip Ice+ was subjected to stringent tests, both by Goodyear as well as by the independent testing and certification organization Test World in Ivalo, Finland. In January 2010, Test World subjected the UltraGrip Ice+ to performance tests in Finland and France in the areas of braking, acceleration and handling in a variety of conditions, including snow, ice, wet and dry.

The test results for the UltraGrip Ice+ show the tire's notable strengths in ice, snow and wet performance against its main competitors. Tests on icy and snow covered surfaces confirm the tire's performance capabilities: 3% more control on ice and 3% shorter braking distance on snow against its main competitors. *²

Less cold temperatures pose no challenge for the UltraGrip Ice+ either: its innovative design and compounds contribute to an impressive 11% shorter braking distance on wet than competitive non-studded tires. *³



Available in various sizes

The new UltraGrip Ice+ is available in 23 different sizes for use on rims with diameters ranging from 13 to 17 inches and with a 'T' rated speed index (max 190 km/h).

Size	Load index
175/70R13	82
175/70R14 XL	88
185/70R14	88
205/70R15 XL	100
175/65R14 XL	86
185/65R14	86
185/65R15	88
195/65R15 XL	95
205/65R15 XL	99
215/65R16	98

185/60R15 XL	88
195/60R15	88
205/60R16 XL	96
215/60R16 XL	99
195/55R15 XL	89
195/55R16	87
205/55R16 XL	94
215/55R16 XL	97
225/55R16 XL	99
215/55R17 XL	98
205/50R17 XL	93
225/50R17 XL	98
225/45R17 XL	94

About Goodyear

Goodyear is one of the world's largest tire companies. Goodyear employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world.

For more information on Goodyear and its products, visit www.goodyear.com.

*1 Compared to the average performance of three leading contemporary competitor winter tires; on snow and ice; in January 2010 by Test World, tire size: 205/55R16 94T; Car: Ford Focus 2.0 petrol engine, in Ivalo, Finland, Report no: TW20100032; on wet and dry, in January 2010 by Test World, tire size: 205/55R16 94T; Car: VW Golf 6 V2.0 TDI, in Mireval, France, Report no: TW20100032

*2 Tested against three leading contemporary competitor winter tires, on snow and ice, in January 2010 by Test World; tire size: 205/55R16 94T; car: Ford Focus 2.0 petrol engine, in Ivalo, Finland; Report no: TW20100032.

*3 Tested against three leading contemporary competitor winter tires, on wet and dry, in January 2010 by Test World; tire size: 205/55R16 94T; car: VW Golf 6 V2.0 TDI, in Mireval, France; Report no: TW20100032.