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Press information

New Ice tire with 8% better performance tested against three leading competitors *¹

Independent test confirms:

Goodyear UltraGrip Ice+ best tire for Nordic winter *¹

Brussels, Belgium, February 10, 2010 – Independent testing organization Test World has conducted an extensive test program and confirms the leading performance of the new Goodyear UltraGrip Ice+ tire against its leading competitors. According to Test World, the UltraGrip Ice+ is “best tire for Nordic winter conditions” *¹



To achieve this top position the new Goodyear UltraGrip Ice+ had to deliver remarkable results under

extreme surface and weather conditions during an objective test program run by experienced and neutral Test World engineers.

Test World tested the Goodyear UltraGrip Ice+ against its leading three competitors in the areas of wet braking, wet handling, wet circle and aquaplaning on proving grounds in Finland and France in January 2010. Tests conducted in Finland measured the tire’s snow and ice performance using a Ford Focus 2.0 petrol engine mounted with tires in the size 205/55R16 94T. The tests conducted in France measured both wet and dry performance using a VW Golf 6 V2.0 TDI mounted with 205/55R16 94T. *¹

Tests show that the UltraGrip Ice+ offers consumers in countries with very strong winters the following advantages:



Excellent performance on snow.

During the extreme winters of northern Europe, the Baltic countries, Ukraine, Belarus and Russia, drivers are often faced with snow-clogged roads. Learning proper winter driving techniques to master control of the vehicle in snow is one way of ensuring a safe journey. Equipping the vehicle with appropriate tires that are proven to deliver excellent performance in all kinds of adverse conditions also lessens the possibility of an accident. In tests measuring the tires' snow braking capabilities, the UltraGrip Ice+ stopped 3% shorter than its leading competitors. The test measuring the tire's handling in snow also showed marked superior handling capacities over competing tires. *2

Better traction and control on ice.

Ice represents one of the most dangerous conditions on the road. Unexpected and often invisible, it accounts for many accidents during the winter months. The UltraGrip Ice+ delivers both improved traction and control on ice, with as much as 3% more control and 1% more traction versus its leading competitors. *2

Outstanding wet braking and handling

Winter means not only snow or ice but also frequently heavy rain showers that can turn roads into real-life skid pads. Winter tires therefore should always deliver outstanding wet handling and braking performance. In tests measuring its wet braking and handling capacities, the UltraGrip Ice+ delivered an impressive 11% shorter stopping distance, 11% better lateral performance on aquaplaning, a 5% increase in control as well as 4% more lateral grip. *3

"We are proud that Test World's independent test drivers confirm the UltraGrip Ice+ outstanding performance", says Jean-Pierre Jeusette, Goodyear Director Tire Technology Consumer Tires for Europe, Middle East and Africa, adding: "Winters in the Nordics and Russia are generally very tough. Consumers here demand winter tires that they can trust to deliver the performance and safety they need to minimize the hazards of winter driving. Goodyear's new UltraGrip Ice+ delivers industry leading results."



One of Europe's leaders in winter testing: Test World

Test World in Finland, located more than 300km north of the Arctic Circle near Ivalo, runs some of the most advanced winter testing facilities in Europe. Test World is specialized in independent and neutral tire and car testing. The long winter season and arctic climate in this northern area enables the testing crews to put winter tires through a tough testing program with various tests on ice and snow under severe and consistent winter conditions, to the end of April.

A significant part of the Test World testing operations is carrying out neutral tests for different magazines, for example for Tekniikan Maailma in Finland, Auto Motor & Sport in Sweden, Motor in Norway, Auto Revue in Russia and the Estonian version of Tekniikan Maailma.

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.

*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.