

THE GOODYEAR ADVANTAGE

WHEN SUPERIOR PERFORMANCE MATTERS, GOODYEAR IS THERE



For drivers who are passionate about driving, Goodyear fuels their love of the road by making superior tires that harness more than 100 years of innovation.

DEFINING GOODYEAR:

Innovative

Goodyear is the #1 consumer tire manufacturer in North America. An indisputable innovator, Goodyear has been creating new technologies that benefit your customers for more than 100 years.

Bold

Goodyear tires climb tough mountain terrain and blaze through hot deserts. Goodyear is the official tire of NASCAR® and the tire that broke the land speed record multiple times. Accomplishments like these help the Goodyear brand stand out and make powerful selling points you can share with your consumers.

Passionate

At Goodyear, we have a fine appreciation for what tires mean to a driver. That's why professionals who demand the most from their tires choose the brand that shares their passion for superior performance. That enthusiasm is evident and contagious when promoting the Goodyear brand to the consumers and fleets in your area.

Relentless

Goodyear never stops learning from the tires we make, whether it's for extreme conditions or everyday driving. We're not satisfied until we've made the right tire for every driving experience.



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