

TTN TRUCK TIRE NEWS

News and information from Goodyear Dunlop Tires / Volume 13 / Issue 4 / 2012

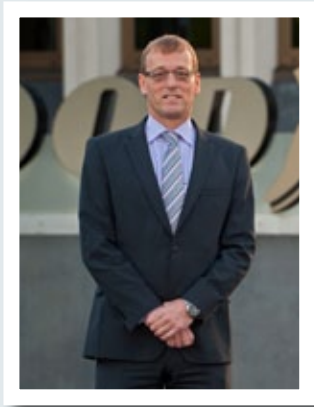


INNOVATION CENTER

Innovation rules at Goodyear Dunlop

GOODYEAR  DUNLOP

EDITORIAL



Dear Reader,

This issue of Truck Tire News focuses strongly on our achievements in innovative technology. You will read not only about the awards we have won for our Air Maintenance and Interlaced Strip Technologies, about which we are very proud, but also how our technological advantages have helped us with other successes.

Our involvement in truck racing for instance sees not only success on the track but also it has helped us with the development of our RFID technology. Retreading too sees our technologies applied to this important area, providing performance from retreads close to that of new premium tires.

Most recently the EU Tire Label has been introduced and there are references to this in the stories that follow. We showed our concept 'A A-grade' truck tire at the IAA Commercial Vehicle show in Hanover in September and the introduction of such a tire is a priority for us.

At Goodyear Dunlop we aim to make our priorities the same priorities as those of our customers. That is to develop products and services that enhance safety, reduce overall operating costs and that also provide other commercial and environmental benefits.

I hope you will enjoy this issue.

Henk van Tuyl
 Director of Technology, Commercial Tires
 Goodyear Dunlop Europe, Middle East and Africa

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INNOVATION AWARDS FOR GOODYEAR

Goodyear's Air Maintenance Technology named one of 2012's best inventions by Time Magazine

The Goodyear Tire & Rubber Company's Air Maintenance Technology has been named one of Time magazine's "Best Inventions of the Year 2012."



Each year Time magazine's technology editors list the year's "most important innovations". This year's list includes 25 inventions, which in addition to Goodyear's Air Maintenance Technology, includes NASA's Z-1 space suit, the Tesla Model S electric car and indoor clouds.

Goodyear's Air Maintenance Technology (AMT) will help ensure the optimum tire pressure is maintained in a tire and as a result, could mean substantial savings at the fuel pump. All of its components, including the miniaturized pump, will be fully contained within the tire.

"As soon as the pressure in these Goodyear tires gets too low, they know it," the Time editors wrote about Goodyear's AMT. "An internal pressure regulator opens to allow air to flow into a pumping tube, and as the wheel turns, the flattened part helps squeeze air from the tube through an inlet valve into the tire."

"We are honored to be named as one of Time magazine's 'Best Inventions of the Year 2012,' said Goodyear's Chief Technical Officer Jean-Claude Kihn. "This award recognizes the outstanding work of our engineers in Akron and Luxembourg, as well as our efforts to bring innovative new products to market."

AMT for passenger cars was presented for the first time in March 2012 during the Geneva Motorshow, while the truck version made its debut during the IAA Commercial Vehicle show in Hannover, Germany in September 2012.

"A tire that can maintain its own inflation is something drivers have wanted for many years," Kihn added. "This is the kind of technological breakthrough that people will recognize."

Goodyear's Air Maintenance Technology is currently under development by Goodyear in Akron and Luxembourg and is not yet available on the market. Time joins Popular Mechanics and Car & Driver magazines in recognizing Goodyear's innovative Air Maintenance Technology. In October, Popular Mechanics named AMT a 2012 Breakthrough Award winner. In December 2011, Car & Driver selected AMT as one of its 10 "most promising future technologies".

Goodyear 'Interlaced Strip Technology' receives Innovation Award

The Goodyear 'Interlaced Strip Technology' for truck tires has been voted winner of this year's innovation award presented by the Luxembourg Business Federation (FEDIL). The Interlaced Strip Technology was selected from 24 applications.



The jury recognized this new Goodyear technology as a major tire industry breakthrough in its ability to deliver tires with additional load capacities for the new truck generation that will be required to comply with the Euro 6 standard. It concluded that the innovative product is an excellent demonstration of both the research and development capabilities of the company's Luxembourg Innovation Center (GIC*L) and the know-how of its manufacturing site in Colmar-Berg.

The award ceremony took place in Luxembourg City on November 20, in the presence of the Luxembourg Minister of Economy, Etienne Schneider. Alongside the FEDIL president, Etienne Schneider awarded the prize to Goodyear's representatives. Accepting the award on behalf of GIC*L, GE&MT (Global Engineering and Manufacturing Technology), and the Luxembourg tire plant teams were Henk van Tuyl, Director of Technology, Commercial Tires Europe, Middle East and Africa, and project presenter Roland Krier, RDE&Q (Research, Development, Engineering & Quality) Lead Engineer for Global Tire & Mold Engineering construction development.

"It is a great honor for Goodyear to receive this award, as it highlights Goodyear's long-term commitment to satisfying the needs of its customers with new innovative ideas and products," said Henk van Tuyl. "This new High Load tire line is perfectly in-line with the actual and future environmental demands of the upcoming Euro 6 norm, which imposes tighter emission standards for new commercial vehicles."



Minister Schneider (second from the left), FEDIL director Nicolas Soisson and FEDIL president Robert Dennewald (first and second from the right) with a delegation of the GIC*L, GE&MT and the Luxembourg tire plant teams.

The Goodyear 'Interlaced Strip Technology' is an innovative belt reinforcement in the crown area of the tire. The belt reinforcement comprises a steel layer in the crown area, which allows the tire to carry up to 10% more load. During the construction of the tire, the belt is applied spirally and crosses itself at each turn, resulting in enhanced tire load capacity. As well as the benefit of higher load, there is less deformation in the carcass when it deflects and uniform tire pressure in the footprint is maintained during the whole tire life for a better wear profile - this means increased mileage potential.

Six tires comprise the new High Load range with 'Interlaced Strip Technology' including three Goodyear Marathon LHS II + steer tires for long haul applications and three Goodyear Regional RHS II steer tires.

TRUCK RACING CHAMPIONSHIP 2012

Jochen Hahn wins the title for the second year in a row



Jochen Hahn, second from the right

Jochen Hahn of Castrol Team Hahn Racing, driving his MAN truck, has become FIA European Truck Race Champion for the second time in a row. The eleventh and last round of the championship took place at Le Mans, France on October 13 and 14.

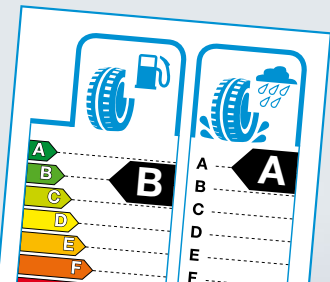
All the competing truck racing teams have been supplied with Goodyear

truck racing tires at all 11 events across Europe. This has been done through Goodyear's partnership with TRO (Truck Racing Organisation), which is the series organizer of the FIA European Truck Race Championship. TRO supplied and fitted the tires on behalf of Goodyear, sometimes mounting as many as 300 Goodyear truck racing tires over one weekend.

A-grade in wet grip and B-grade in fuel efficiency for Goodyear truck racing tires

With the introduction of EU Tire Labeling in November 2012, the interest in tire performance is being particularly focused on rolling resistance and wet grip. For trucks performing their duties carrying goods, this translates into fuel economy and safety but in truck racing their significance is different. Rolling resistance is not important in racing as fuel consumption is not an issue but there may be some benefit from the fact that it can help keep tire temperatures lower. Wet grip on the other hand is a very different matter. The importance of good wet grip needs no explanation and as wet races have been a common feature of the 2012 FIA Truck Racing Championship season, this aspect of performance has been critical.

The Goodyear Truck Racing tire is ECE homologated, which is a requirement for any tire to be approved for truck racing. However, racing tires are one of the few tire types that are exempt from the EU label regulation, but it is interesting to see how they perform in terms of rolling resistance and wet grip as defined by the regulation. The 315/70R22.5 Goodyear Truck Racing tire that has been specially developed for the FIA European Truck Racing Championship has a fuel efficiency equal to a B-grade and a wet grip equivalent to an A-grade, a level of grip that very few tires are capable of achieving.



Goodyear truck race tires

R&D and Goodyear truck racing tires

Once the decision had been made to commit to support the FIA European Truck Race Championship, extensive tests were run to validate prototypes for the tires. These included a footprint test, a UNECE-R54 endurance test as well as high speed and Goodyear's own stringent quality testing, which were done in the laboratory at the Goodyear Innovation Center in Luxembourg. Further testing was carried out on a circuit and at Goodyear's test track to study wear and durability as well as ride and handling. In addition to this, the Goodyear truck racing tire was developed using the Finite Element Method (FEM) under a range of conditions related to load, inflation and camber angle. Goodyear racing teams have this technical data available to help them set up their race trucks.



RFID on all truck racing tires



In truck racing, all Goodyear tires have RFID (Radio Frequency Identity), which gives each tire a unique identity that is used by the race officials from the FIA (Fédération Internationale de l'Automobile). RFID, also called 'chip in tire' technology, involves the placement of a microchip in the tire during construction. This chip contains data relating to the tire, including a unique identity code. This technology allows the FIA to monitor each tire to ensure all racing teams keep to the regulations regarding the number and use of race tires. Thanks to the success of field trials, including running RFID tires in truck racing, Goodyear has recently introduced this technology into regular truck tires.

Goodyear Regional RHT II trailer tires in size 435/50R19.5 are available with RFID technology. This tire is the most popular tire size amongst 'megatrailer' operators, allowing maximum volume within the European four meter vehicle height limit.

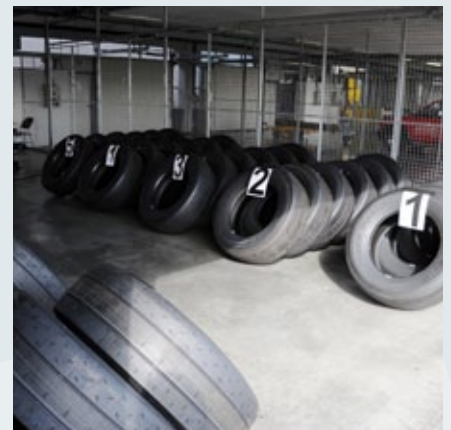


Truck racing tires tread technology

A race truck weighs at least 5,500 tonnes and travels at speeds up to 160 km/h so tires play a crucial role in the truck's performance under extreme conditions. Goodyear truck racing tires are built using a similar carcass to the 315/70R22.5 Goodyear Regional RHS II. In order to enhance performance, and mainly to reduce the risk of overheating and increase lateral rigidity, this is modified in some respects but it is the tread that plays a vital role, reaching very high temperatures as the truck fights for optimum grip during a race.

The Goodyear truck racing tire features a specifically designed tread. This tread provides excellent grip in both dry and wet track conditions. Not only that, but it performs consistently within the whole service temperature range that is experienced throughout the championship season and in nine different countries. In combination with a characteristic asymmetric shoulder design and circumferential grooves, the Goodyear truck racing tread compound offers all round performance consistently to all drivers and on all tracks. Good wear characteristics also ensure sustained performance throughout the life of the tire.

Truck racing tires distribution



The distribution of Goodyear racing truck tires has been carried out exclusively by the European Truck Racing Team Association TRO (Truck Racing Organisation) since 2011. Teams order their tires via the TRO official website or at the circuit, where TRO staff mount the tires. The tires are stored and transported to the circuits by TRO in conjunction with Robineau Logistics. Stock permitting, tires can also be purchased at the circuits. To ensure that tires are fairly distributed, a lottery is held by TRO in conjunction with the FIA prior to each race. In this way nobody knows which team will get which tires until they are drawn.

As well as supplying Goodyear racing tires for FIA Championship events, TRO also supplies Goodyear tires for testing and national truck racing series. At each event, TRO has a dedicated team of tire fitters and a specially equipped service area where fitting takes place.

GOODYEAR DUNLOP RETREADING

PrecurePro - a further development of Goodyear Dunlop's retreading program

Goodyear Dunlop is launching PrecurePro, a development of its precure retreading program for commercial vehicle tires, covering all aspects of the precure commercial vehicle tire retreading business. It offers a professional and wide range of benefits and opportunities to both retreading partners and fleets.

Benefits for retreading partners

The PrecurePro program offers retreading partners a complete professional support package, which covers marketing tools, technical advice and assistance as well as hardware recommendations and training opportunities.

A full range of precure treads and retreading accessories has been developed by the same teams that design Goodyear Dunlop's new commercial tires. This ensures a minimal gap between the performance of new tires and retreads.

The ultimate goal is to give partners the required edge in a competitive market.

Benefits for fleets

PrecurePro's wide range of precure treads, supports fleets in reducing their cost per kilometer by retreading their tires and thus extending their new tire potential with second life capability.

PrecurePro is a key element in the tire's four-step multiple life concept allowing fleets to optimize their initial investment. The program is part of Goodyear Dunlop's complete service offering, which as well as providing commercial benefits also helps to reduce environmental impact.

An extensive network of certified retreaders

Goodyear Dunlop has an extensive network of selected and certified 'Goodyear Authorized Retreaders' throughout Europe ensuring local availability of products. This network is meticulously selected to ensure that PrecurePro's top quality treads and accessories are handled by the best professionals in the marketplace resulting in products of the

highest standard. PrecurePro benefits these partners thanks to Goodyear Dunlop's guidance, recommendations and specialist knowledge on processes, equipment, quality criteria and the latest commercial vehicle tire technology.

A wide range of state-of-the-art precure tread patterns is available to PrecurePro partners, to suit the varying needs of commercial fleet customers. These include patterns used in the company's latest commercial vehicle tires.

With the PrecurePro program complementing its new tires and its range of moldcure retread products, Goodyear Dunlop now offers a professional solution that covers virtually every commercial vehicle application. In this way, vehicle operators are able to maximize tire life and keep down their costs per kilometer whilst reducing environmental impact.

NextTread winter tire retread range extended

Goodyear has extended its range of NextTread NT WTD winter tire retread products to cover the most popular truck and bus drive tire sizes. The new tires comprise sizes 295/60R22.5 and 315/60R22.5, bringing the choice of moldcure winter tires offered to six.

NextTread NT WTD retreads feature the same tread pattern as that of the proven Goodyear UltraGrip WTD tire. The moldcure retread tires further feature a dedicated tread compound, which,

together with the tread design, provides operators with great winter traction performance combined with high mileage potential.

As well as the 295/60R22.5 and 315/60R22.5 sizes, NextTread NT WTD moldcure tires are available in sizes 315/80R22.5, 315/70R22.5, 295/80R22.5 and 275/70R22.5.

The void ratio and blade density of the tread pattern ensure high grip and traction

on snowy and icy roads. Other tread features are waffle blade technology and optimized decoupled blocks. These give stability and even wear as well as provide good ice and wet traction as well as damage resistance. The tear resistance of the compound ensures high mileage performance and protection against stone damage and cuts. Further benefits include efficient stone rejection as well as very good traction and side grip in snow and mud, thanks to the tire's open shoulders.



Goodyear extends TreadMax premium retread range

TreadMax, Goodyear's premium mold-cure retread range, has been extended with the addition of six new tires within four different application segments. Having similar carcasses, tread patterns and tread compounds as the equivalent new tires, the new Goodyear retreads offer excellent levels of performance, helping to further reduce both vehicle operating costs and environmental impact.



▶ Long haul

For the long haul transport segment, the TreadMax range has been extended to include TreadMax LHT II trailer tire retreads. These low-rolling resistance tires are now available in sizes 385/65R22.5, 385/55R22.5 and 435/50R19.5 and complement the TreadMax LHT 375/50R22.5. For long haul drive tire applications, the existing TreadMax LHD II drive tire range comprises 315/80R22.5, 315/70R22.5, 315/60R22.5 and 295/60R22.5.

▶ Regional and distribution

Vehicles operating regionally and in distribution have a wider range of options with the TreadMax RHS II all position tire now available in size 315/70R22.5. This complements the existing TreadMax RHS II, with sizes 295/80R22.5 and 315/80R22.5, and the TreadMax RHD II drive tire, in

sizes 315/70R22.5, 315/80R22.5 and 295/80R22.5. TreadMax RHD II 19.5" tires are also available, comprising sizes 245/70R19.5 and 265/70R19.5.

▶ Mixed service

For mixed service vehicles such as tippers and concrete mixers, the TreadMax MSD II drive tire is now available in size 13R22.5 as well as the existing 315/80R22.5.

▶ Municipal

For buses, particularly those with electrical or hybrid power where high torque is encountered, the TreadMax MCD Traction 455/45R22.5 drive axle tire is now introduced. The Goodyear range for municipal vehicles further includes the TreadMax MCA 275/70R22.5 all position tire and the TreadMax MCD Traction in size 275/70R22.5.

Multiple life concept (new tire, regrooving, retreading and regrooving)

The multiple life concept that Goodyear Dunlop actively promotes sets out to ensure not only the maximum life from its new tires but also maintained levels of performance and environmental benefits. The benefits include reduced environmental impact through the reduction in the use of materials and less scrappage. This concept demands careful tire management to ensure that tires are not damaged through misuse or incorrect pressures. Professional regrooving is essential when tread depth reaches the recommended level and this is followed by retreading, also at the correct tread depth. The retread can then be regrooved and, with proper tire management and maintenance, further retreading may be possible.

Goodyear Dunlop's retreaded tires and tread bands are developed by the same development teams as for new tires. New retread patterns are continuously introduced, in line with the introduction of new tires. This helps fleets to maximize their complete tire potential through the multiple life concept.

Goodyear Dunlop retreading is part of the company's Fleet First integrated tire and service solution program. It complements Serviceline 24 - the Europe-wide breakdown service, FleetOnlineSolutions - the state of the art tire management software and TruckForce - the 2000-strong pan-European service provider network.

Goodyear Dunlop's Retread Products

Goodyear Dunlop's innovative retread offering comprises three moldcure and three precure programs for the best use of casings.

The moldcure ranges are TreadMax, MultiTread and NextTread. TreadMax and Multitread tires use only Goodyear Dunlop latest technology carcasses and the same compounds and tread patterns as new Goodyear and Dunlop tires. NextTread moldcure products are quality retreads with a wide range of proven Goodyear and Dunlop tread patterns and can be produced based on any make of carcass.

Goodyear Dunlop's precure range also comes under the NextTread program and offers a quality retread to any make of tire. Within this range are UniCircle, UniWing and UniTac; three different types of precure solution.

UniCircle is the result of state-of-the-art precure retreading technology. The ring-type tread bands are designed to precisely fit the buffed casings, using specific building machinery. This ensures excellent casing/retread uniformity, low vibrations and high mileage performance. The UniCircle range boasts 28 different Goodyear and Dunlop tread patterns covering all applications including long and regional haul, mixed service, off road, municipal and winter with a total of about 60 different sizes.

UniWing retreads feature contoured tread bands for better casing fitment giving good uniformity and high mileage. UniWing retreads comprise 27 Goodyear and Dunlop tread patterns and about 70 sizes.

UniTac retreads make use of a flat precured tread strip. A wide range of patterns and sizes is available and these retreads offer excellent value. UniTac has 22 tread patterns including Goodyear and Dunlop designs and a range of about 60 sizes.

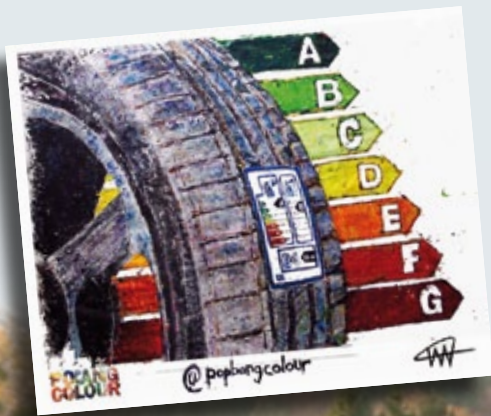
GOODYEAR ADDS COLOR TO THE EU TIRE LABEL

At the end of October 2012, Goodyear invited a contemporary artist who uses unusual paintbrushes, to develop a unique European tire label painting. The artist was sent on a three day, nine member-state tour to complete the artwork. The tire label art tour was run to highlight the new European tire label regulation, which was about to come into force on November 1, 2012.

During the tour British artist Ian Cook created a true European-grown work of art, which Goodyear presented to the European Parliament in Brussels. The journey started in Venice and went up through Europe, visiting iconic landmarks, tire dealers, automotive institutes and key Goodyear manufacturing facilities along the way. The journey also passed by the EU Parliaments in Strasbourg and in Brussels where the creation was exhibited. During its creation, Goodyear supplied the artist with different “paintbrushes” in different

sizes featuring different tread patterns to enable him to complete his assignment. The “paintbrushes” in question were in fact tires – in some cases actual tires.

The concept was developed by Goodyear to highlight to the EU its commitment to the tire label and believe it will increase awareness around the important role tires play in driver safety, as well as on environmental impact.



GOODYEAR POLAND PUTS LABELS ON THE ROAD

With 800,000 trucks, 145,000 of which operate internationally, Poland is one of the most important truck markets in Europe. Goodyear Dunlop tire brands are also market leaders in the country. So it was not surprising that the Polish Goodyear Dunlop team wanted to ensure that as many fleet operators as possible fully understand the new EU labeling regulation and the importance, in particular, of using the highest label grades in terms of reducing operating costs. To do this the team went on the road for a three and a half month campaign. During this period 18,500 kilometers were covered and 741 fleets as well as 85 service providers were visited.

"From the moment we heard about it, we recognized the importance of the new truck tire labeling legislation. From our research we know that Polish

fleet managers are very interested in fuel efficiency and are keen to find innovations that help reduce their operating costs. It is therefore crucial for us to work with fleets on a daily basis to help them maximize their fuel consumption," said Janusz Krupa, Commercial Tire Marketing Manager Poland & Ukraine, Goodyear Dunlop Tires Poland.

The Goodyear team toured the country taking with them the 'Dream Team' comprising the Goodyear Marathon LHS II+, LHD II+ and LHT II long haul tires. These are the most fuel efficient combination of tires offered by Goodyear, with LHT II being the ultra-fuel-efficient A-grade trailer tire. The team visited fleets and dealers all over Poland and 20 meetings were held. At these meetings, labeling legislation was explained and the current Goodyear

product range and fleet support offered were presented. After each presentation, the team answered questions about labeling and truck tires. The display of 'Dream Team tires' was a great catalyst to kick-off discussions about the transport business.

In addition to the 20 meetings, sales representatives also visited other customers. This further involved hundreds of meetings and presentations; talking about labeling, Goodyear products and the fleet support offered on the market.

Also part of the campaign were mailings, banners and press releases informing the market about labeling, e-learning and many other activities. One of the top events was a roundtable discussion held in Warsaw for the most influential journalists from transport magazines.



Survey shows more education needed on tire labeling

During the IAA Commercial Vehicle show in Hanover in September, Goodyear Dunlop ran a survey to assess the level of knowledge related to EU tire labeling and its likely influence on purchasing. Around 180 fleet operators took part in the survey.

The knowledge of tire labeling was poor, with less than 30% of respondents saying they were very well informed and more than 40% admitting they were not at all informed. The main sources of information on labeling were magazines and personal contacts, mainly sales force personnel.

Asked if the label information would change their purchasing behavior, about 25% said it would be a major influence, more than 40% said that they would also look at other criteria and about 30% said it would make no difference to their purchasing.

Labeling grades were least likely to affect purchasing according to less than 15%, with price being the top reason for nearly 40% and other criteria, including mileage, top reason for the remaining 45%. However, when asked what minimum label grades they were prepared to purchase, more than 90% of respondents said they would only consider A-, B- or C-grades fuel efficiency and wet grip.

UK TRUCK DRIVERS SHOW COMMITMENT



Goodyear UK recently partnered with the Freight Transport Association (FTA) to run a series of free tire inspections at motorway service areas. At these events, truck

drivers were invited to take advantage of both visual and physical inspections to determine any problems with tread depth, alignment and tire pressure. At the same time, they were asked a series of questions to allow the two organizations to better understand the drivers' appreciation of the tires they drive on every day.

The survey found that whilst the vast majority of drivers questioned carried out at least visual checks on their tires before each journey they make, the level of accurate understanding of the detail they're checking and the roles and responsibilities surrounding tire maintenance, was patchy at best:

- 92% of drivers make at least visual checks on their tires before each journey, but only 38% are able to correctly state the legal tread depth (1mm) of truck tires;
- 70% of drivers confirmed that they were targeted on their fuel efficiency, but their understanding on the factors that can negatively impact this was incomplete. Given a list of five factors which all impact fuel consumption, only 41% of respondents correctly identified all five;
- 2/3 of those questioned were still unfamiliar with the new EU Tire Label and what it means.

GOODYEAR DUNLOP SIGNS WITH A F BLAKEMORE

Goodyear Dunlop has signed an exclusive deal with leading UK logistics network, A F Blakemore & Son Ltd, which will see it become the sole supplier to the 500-strong fleet.

The deal, which will involve A F Blakemore fitting a combination of Goodyear's Regional Haul range and NextTread products, was brokered by Truck Tire Solutions - a member of Goodyear Dunlop's TruckForce network.

Dave Higgs, General Manager of Distribution at A F Blakemore, commented: "Having worked with Truck Tire Solutions over a number of years, we have confidence in their recommendations. Working with Goodyear Dunlop they fully understood the commitment we have to our current service provider. We developed a package that is tailored to the specific needs of our fleet giving us total transparency of our full operation."

Marc Preedy, Commercial Director at Goodyear Dunlop Tires UK Ltd, added, "This is a fantastic win for us that saw us work closely with Truck Tire Solutions to arrive at a package of products and services that will meet the exact requirements of A F Blakemore. The success is testament to the high quality of our Goodyear product range as well as the strong relationships we hold with our customers through our network of independent dealers."



GOODYEAR KEEPS COCA-COLA ON THE ROAD IN SOUTH AFRICA

The South African Coca-Cola distribution fleet covers huge distances, often over difficult terrain in remote and rugged areas, to ensure that customers can enjoy a refreshing drink any time, any place. Thousands of wheels must be kept rolling – and that job in South Africa belongs to tire dealer Trentyre and Goodyear. The exciting new Coca-Cola Fortune/SABCO (CCF) account was clinched earlier this year, with an agreement that includes complete tire management covering 26 CCF depots nationally.

“The agreement with Coca-Cola Fortune is that Trentyre will ensure the smooth running of its fleet and also assist in driving

down the overall cost per kilometer” explained Glen Duffield, Goodyear National Commercial Accounts Manager. “It has been the successful collaboration between Goodyear and Trentyre that has helped secure the CCF and other important accounts.”

“CCF has come a long way with Trentyre, since they started with servicing just a couple of areas in 2004,” said Samantha Steffens, CCF’s Country Procurement Manager. “Last year we decided to nationalize the contract and, because of its record of excellent service and willingness to adapt to CCF’s way of doing business, it was awarded to Trentyre.

This is not just about cost benefits to the company, but also about positive relationships. Our representatives feel reassured, for example, knowing that they have the benefit of Trentyre’s 24/7 Call Center should they be stuck on a remote road.”

The contract encompasses a fleet of more than 800 vehicles – 350 trucks plus 450 distribution vehicles and passenger cars. That’s more than 10,000 wheels in motion at any given time, and all are serviced by Trentyre crews. Trentyre has technicians stationed at most of Fortune’s nationwide depots, with full teams at major CCF operations.

GOODYEAR LEGO TRUCK RAISES 6,050 EUROS FOR CHARITY

The Goodyear 1:1 scale LEGO truck built for the IAA Commercial Vehicle show in Hanover, Germany was sold on eBay for 6,050 euros. All the money will go to Doc Stop for Europeans eV, the charity set up to provide medical assistance to commercial vehicle drivers.

The model, which measures 2.5 meters wide, 3.5 meters high and 2.5 meters in length, weighs about 740 kg and is one of the largest LEGO models in the world, was on eBay for auction over ten days. The auction ended on October 29, 2012 and the LEGO truck was sold to the Dutch company Hobma Modelbouw in Elst, which specializes in all kinds of model building. All the proceeds from the auction are being donated by Goodyear to Doc Stop, which provides medical

care for professional drivers while they are traveling. Their aim is to enable every truck driver in Europe to get fast and easy access to a doctor if required.

Goodyear’s charity auction was supported by numerous celebrities. German Transport Minister Peter Ramsauer, President of the Association of the Automotive Industry Matthias Wissmann, Minister President of Lower Saxony David McAllister, Mayor of Hanover Stephan Weil and the German entertainer Jürgen Drews all signed the LEGO truck at the IAA Commercial Vehicle show in Hanover.



TruckForce launches Twitter Feed in the UK

TruckForce, Goodyear Dunlop’s premium truck tire service and breakdown network in the UK, launched its first Twitter feed - @TruckForce_UK - on November 1 to coincide with the introduction of the new EU tire label.

The feed, which broadcasts a mix of relevant industry and Goodyear Dunlop news is aimed to inform those in the commercial truck market of new product launches, as well as provide advice on issues such as winter driving and fuel efficiency.

Speaking on the launch of the Twitter feed Adam Stanton, Commercial Marketing Manager, Goodyear Dunlop Tires UK, commented: “TruckForce has a geographically diverse and mobile network with which it is important we communicate effectively. Twitter will allow us to keep a relevant and on-going dialogue going with them all. We’re looking forward to following more like-minded organizations and to increasing our own follower base over the coming weeks and months.”

Follow TruckForce - @TruckForce_UK



Tires to the Max



GOODYEAR's Max Technology helps RHT II tires last longer and your budget go further in low platform trailer applications.

The new 4-rib pattern design associated to a specific tread compound can give you up to 6% more mileage*, whilst ensuring excellent performance in rolling resistance and wet grip. Learn more at goodyear.eu/truck

*Based on mileage performance assessed on RHT II 245/70R17.5 in Germany in 2010 and 2011 vs one of the main competitors.

GOODYEAR

MADE TO FEEL GOOD.