

## **Two Goodyear Tires Receive a *Consumers Digest* ‘Best Buy’ Recommendation**

**AKRON, Ohio, Jan. 11, 2012** – The January/February 2012 issue of *Consumers Digest* showcases the best tire values on the market, as rated by the magazine’s editors, and products from The Goodyear Tire & Rubber Company received a Best Buy recommendation in two of the rated segments.

For the “All-Season Car Tires” category, Goodyear’s Assurance TripleTred All-Season was the Premium selection, capturing the *Consumers Digest* Best Buy designation.

In addition, the Goodyear Assurance ComforTred Touring was awarded a *Consumers Digest* Best Buy label in the “Touring Car Tires” category.

According to the magazine, a *Consumers Digest* Best Buy is defined as a product that offers the most value for a given amount of money. The magazine editors have defined such products as those that merit special attention from consumers based on a combination of performance, ease of use, features, warranty, efficiency, styling, and maintenance and service requirements.

“We are pleased that yet another independent expert has recognized the superior performance and tremendous value of our tires,” said Scott Rogers, chief marketing officer, Goodyear consumer tires. “Goodyear’s product development efforts have focused on advancements that are technologically innovative, but which also offer discernible benefits to consumers who drive on our tires.”

Of the Goodyear Assurance TripleTred All-Season, the magazine editors commented: “Goodyear’s flagship passenger tire is a repeat Best Buy selection, because it outperforms all other all-season tires that we evaluated. We are impressed particularly by the Assurance TripleTred’s unique grooves, which change as a tire wears and seemed to give us the best grip among all-season tires that we tried on a wet road.”

The Goodyear Assurance TripleTred All-Season is a premium tire featuring three unique tread zones for all-season traction. Its unique Evolving Traction Grooves help maintain confident traction in rain and snow as the tire wears.

The Assurance ComforTred Touring tire is touted as “the best touring car tire that you can buy in this price range,” according to *Consumers Digest*. The editors stated, “We like the special padding that’s built into the tread, because it gives this model the quietest ride that we found among midrange touring car tires.”

Dual Comfort Zones in the tread and sidewall help to optimize comfort and handling in the Goodyear Assurance ComforTred Touring. A special Comfort Layer in the tread helps provide, on average, 20% more cushion than standard passenger tires for a smooth, comfortable ride.\*

The *Consumers Digest* Best Buy recommendations are based on criteria derived from at least three of the following: 1. Personal (hands-on) product evaluations by the authors and researchers; 2. Independent testing and researching facilities; 3. Reports from federal, state and other government agencies; 4. Other independent technical experts; 5. Retail establishments; 6. Service outlets; 7. *Consumers Digest* reader and other consumer surveys; 8. Previously published evaluations in books, magazines, newspapers, websites, etc.

Of the thousands of products that are evaluated by *Consumers Digest*, fewer than 3 percent meet the quality and value standards required by the magazine's editors to receive a Best Buy designation.

Goodyear is one of the world's largest tire companies. The company employs about 73,000 people and manufactures its products in more than 54 facilities in 22 countries around the world. For more information on Goodyear's full line of consumer tires, visit [www.goodyeartires.com](http://www.goodyeartires.com).

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\*Comparison of industry data for T-, H- and V-speed-rated tires vs. Goodyear Assurance ComforTred Touring.

**Note to editors:** Downloadable images are found at [www.GoodyearNewsRoom.com](http://www.GoodyearNewsRoom.com).