



2012 Corporate Responsibility Website

SECTION: Introduction

When Frank Seiberling founded Goodyear in 1898, there were 13 associates and a product line of bicycle and carriage tires, horseshoe pads and poker chips. An automobile tire was added in 1900 but, given industry standards at the time, it was little more than an oversized bicycle tire. Unsatisfied with the tire's performance, company leaders resolved to design a better one, thus creating Goodyear's enduring legacy of continuous improvement and innovation.

Since that time, Goodyear associates — now 69,000 in locations around the world — have worked hard to deliver the highest quality in all that we do, including the way in which we conduct our business. Our Shared Values define the behaviors we expect of ourselves and each other. They are:

- We are committed to quality... in everything: our products, processes, service, behavior and ethics.
- We are committed to acting with honesty, integrity and respect. We treat others the way we want to be treated, with no exceptions.
- We are committed to encouraging wellness and safety both on the job and away from work. We are a people enterprise, and we depend on the physical, mental and emotional health of all our associates to make Goodyear one of the best places to work.
- We are committed to caring for our environment and communities...large and small. Our environment is not only the natural world around us but our factories, stores, offices and other places of business. Our communities are where we live and work, volunteer and help.
- We are committed to a team-focused culture of learning. We promote sharing, best practices and a constant search for new ideas — "next" practices — both inside and outside the company.
- We are committed to open, candid and transparent discussion of our problems. All associates should feel confident that they can raise issues, ask questions and point out problems without fear of repercussions. We don't merely support or accept this behavior, we encourage it. And once the problems are out in the open, we solve them with genuine teamwork, driven to solutions that will align with our common goals and objectives

At Goodyear, we are constantly evolving as we improve our overall performance and strive to lead the industry to help benefit our associates, our customers, our shareholders, our suppliers, our communities and the environment.

Company Profile

Goodyear is one of the world's leading tire companies, with operations in most regions of the world. Together with its U.S. and international subsidiaries and joint ventures, Goodyear develops, manufactures, markets and distributes tires for most applications. It also manufactures and markets rubber-related chemicals for various applications. Goodyear is one of the world's largest operators of commercial truck service and tire retreading centers. In addition, it operates approximately 1,400 tire and auto service center outlets where it offers its products for retail sale and provides automotive repair and other services. Goodyear manufactures its products in 52 facilities in 22 countries. It has marketing operations in almost every country around the world.

Financial Overview:

[Click here](#) to see the latest financial information.

EHS policy:

<http://www.goodyear.com/responsibility/introduction-ehs-policy.html>

Corporate awards:**2012 awards:**

We are proud of the awards and recognition we received in 2012 and believe each one is a reflection of our associates' commitment to excellent customer service and continuous innovation. Here is a sampling:

Goodyear advanced on *Forbes* magazine's list of America's Most Reputable Companies to 26th place from 38th in 2011. Goodyear is the only tire maker on the list and the highest-ranked company in the automotive industry.

Goodyear's position on *Newsweek* magazine's annual ranking of "America's Greenest Companies" improved. In the magazine's 2012 rankings of the 500 largest U.S. corporations, Goodyear was 74th, up from 252nd in 2011. Goodyear was the only tire maker on the U.S. list and the second-highest ranked company in the automotive industry.

Goodyear ranked 126th on *Fortune* magazine's annual ranking of the 500 largest companies in the United States. On the list, Goodyear ranked fourth in the Motor Vehicles and Parts category and is Ohio's seventh largest company.

CIO magazine named Goodyear a 2012 winner of the CIO 100. The distinguished award recognizes excellence in using information technology in innovative ways to deliver business value.

Goodyear received a 2012 Manny Award in the Green Initiatives category from *Inside Business* magazine (Ohio). The award is in recognition of Goodyear's Zero Waste to Landfill initiative.

Goodyear was recognized as a 2012 Gold Level Recipient in the American Heart Association's Fit-Friendly Companies program. In addition, Goodyear received awards in the Community Innovation and Worksite Innovation categories.

The 2012 Dalian Economic Figures Award was presented to Goodyear in recognition of outstanding contributions to China for nearly two decades.

For the fourth consecutive year, Goodyear received the *Reader's Digest* Trusted Brands Award in the tire category in Malaysia.

About this report:

Goodyear's 2012 Corporate Responsibility Report covers the calendar year and includes information for all global Goodyear operations, including subsidiaries and joint ventures where the company has a controlling ownership. Data are reported on owned as well as leased facilities. All data reported have been collected from Goodyear operations based on standard reporting definitions and requirements. Goodyear's Internal Audit department performed a review of the processes in place to consolidate data presented in this report; however, individual plant data were not reviewed. Water, energy and GHG data from our manufacturing plants in the European Union were verified by a third party. Some data have been reported to governmental agencies that check for accuracy.

As a result of ongoing internal reviews and audits, some deficiencies were found in our North America region's recordkeeping that impacted our safety incident data prior to 2012. The data were adjusted and process improvements implemented to verify the accuracy of our data.

Total Incident Rate (TIR) is a common calculation used by OSHA (Occupational Safety & Health Administration) and measures injuries per 200,000 work hours (the approximate equivalent to the number of injuries per 100 employees).

Classifying individual facilities as Highly Protected Risk (HPR) facilities is based on a rating developed by FM Global, Goodyear's risk insurer, for evaluating fire risk potential at each individual site.

The management of end-of-life tires (ELTs) is done cooperatively through regional trade associations and country organizations. Data are compiled biannually and reported the following year. The percentage of all tires recovered or recycled compared to the total number of units sold in Europe, the United States and Japan is reported.

Additional information on the charts included in this report:

- Waste to Landfill - When measuring waste sent to landfills, all waste from our manufacturing operations is included, but clean non-organic materials are excluded. Waste volume is reported in total tons.
- Air Emissions - Solvents are reported in pounds of solvent per ton of product. Solvents are classified as materials having a vapor pressure of more than 0.01 kPa (0.075 mm Hg or 0.00145 psia) at 20 degrees C and are present in the solution at greater than 5%. All solvents used are assumed to evaporate and are reported as air emissions.
- Water - Reported water usage is the sum of all water pumped from wells, public water or fresh-water sources. Water used for domestic purposes is treated on-site or at publicly owned treatment plants and returned to waterways. The greatest portion of water is used for steam and cooling and is returned to waterways, minus any evaporation that occurs on site. Water data are collected from all manufacturing sites and are reported in gallons per ton of product.
- Energy and Greenhouse Gas (GHG) - Data are collected from all manufacturing facilities for all fuels used and all electricity and steam purchased. The data are converted to BTUs (British Thermal Units) based on standard regional factors and are reported in BTU per pound of product produced. Beginning in 2010, all energy used at all manufacturing sites (including manufacturing facilities, offices, research and development facilities, and warehousing facilities) is included in this report. Goodyear has begun to collect data on energy use from commercial buildings. The raw fuel data are converted to GHG data using World Resources Institute and World Business Council for Sustainable Development conversion factors.
- Environmental Releases - This report includes all releases to the environment that are reportable to the applicable country's government. It applies to all manufacturing sites operated by Goodyear. The amount of any reported release will vary based on the reporting requirements in each individual country.

Report archive:

<http://www.goodyear.com/responsibility/introduction-report-archive.html>

Our People

From encouraging wellness and safety both on and off the job to supporting a team-based culture of continuous learning, Goodyear's policy is to act with honesty, integrity and respect.

Goodyear's commitment to integrity

50,000+

Completed compliance and ethics training events

Associates around the globe completed online and in-person training events on topics such as anti-bribery, insider trading, competition laws, conflicts of interest and financial integrity.

Goodyear's executive team continues its strong commitment to leading with integrity and sets a high standard for ethical behavior. Goodyear's leadership, Board of Directors and all associates are guided by our [Business Conduct Manual](#), which is described in full detail under "Corporate Governance."

Corporate Compliance and Ethics Policies

Goodyear's corporate compliance and ethics policies exemplify our commitment to leading with integrity, and these expectations are communicated at all levels of the company to help every associate maintain the highest standards of ethical behavior.

Business Conduct Manual

Goodyear's Business Conduct Manual is available to associates in 26 languages. The manual defines behaviors necessary to support the company's high standards and reinforces associate compliance with all applicable laws and business practices. We expect every associate to know and understand our ethics policies, and associates must agree to act accordingly. Most new salaried associates at Goodyear are required within the early days of employment to complete online training covering our [Business Conduct Manual](#) and how to report a concern. The training includes a certification to abide by the principles in the manual. Top salaried associates on a global basis are also required to complete an annual certification.

Supplier Code of Conduct

In addition, everyone doing business with Goodyear, including suppliers, contractors, organizations and others, is directed to the company's website so they may read the Business Conduct Manual and be aware of our obligations and requirements. Goodyear's [Supplier Code of Conduct](#) demands raw material suppliers to certify to a standard code of conduct. The Supplier Code contains our expectations on various topics including environment, conflict minerals, health and safety, gifts, child labor and human trafficking.

Ethical Awareness Campaign

Our Ethical Awareness Campaign covers topics from the Business Conduct Manual and was conducted in our retail locations throughout North America, Africa, Australia and New Zealand. These locations received posters, bulletins and discussion guides for managers to lead quarterly discussions on various subjects.

Compliance and Ethics Training

Goodyear continued its online Compliance and Ethics training in 2012 with salaried associates around the globe, completing courses on Insider Trading, Conflicts of Interest and Careful Communications with a 96% completion rate. Courses scheduled for 2013 include Export Compliance, Competition Law and an updated code of conduct course.

Another training focus for the Compliance and Ethics Office was our Anti-Bribery Policy training which was delivered to many employee groups around the world, with special emphasis on due diligence of third parties with whom we do business. In addition, in-person Competition Law training and other subject matter training sessions were conducted across all SBUs throughout 2012.

Integrity Hotline

Associates are expected to report any actual, suspected or potential misconduct to management or the corporation's Integrity Hotline. Available toll-free 24 hours a day, seven days a week from anywhere in the world via telephone or internet, our ethics hotline allows associates to report a concern anonymously or to provide name and contact information. Every allegation is reviewed and, in cases where an allegation of misconduct is confirmed, appropriate disciplinary or remedial action is taken. In addition, Goodyear strictly prohibits retaliation against individuals for making a report in good faith.

Executive Oversight

Goodyear's Corporate Compliance and Ethics Department provides regular updates to the Board of Directors on ethics and compliance activities. The Board Committee on Corporate Responsibility and Compliance takes an active role in reviewing the activities and processes designed to uphold our commitment to ethical behavior. In addition, a Global Compliance and Ethics Committee comprises top company leaders from business and functional areas and meets several times a year. The purpose of the committee is to oversee the effectiveness of the compliance and ethics program.

Goodyear's leadership is committed to ensuring business is conducted in a way that promotes ethical behavior and legal compliance. Our Goodyear associates work hard to foster an environment that values mutual respect, openness and individual integrity.

Corporate policies to protect associates

Goodyear's commitment to providing a safe, inclusive workplace is based on adherence to the following employment policies and guided by the standards for ethical behavior spelled out in our Business Conduct Manual:

Employment Practices: Goodyear is committed to achieving and maintaining compliance with all applicable laws at all of our facilities. Goodyear regularly submits to compliance audits of our employment practices by the U.S. Department of Labor to help ensure that our practices, systems and processes are aligned with applicable regulations.

Global Human Rights: Goodyear's [Global Human Rights Policy](#) is part of our commitment to ethical and socially responsible business practices. Throughout our global operations, we are committed to maintaining an inclusive workplace, free of harassment based on a person's gender, race, age, religion, disability, ancestry, national origin, sexual orientation or other characteristics protected by law. Our voluntary employment commitment specifically prohibits all forms of compulsory labor including prison labor, indentured labor, slave labor and human trafficking. Goodyear does not engage in or condone the unlawful employment or exploitation of children in the workplace. We recognize and respect associates' rights and freedom to join organizations of their own choosing or to refrain from joining organizations. No associate is subject to dismissal, discrimination, harassment, intimidation or retaliation due to membership in a lawful workers' association or union.

Zero Tolerance: Goodyear is committed to providing a work environment that is professional, respectful and free from discrimination or harassment. Goodyear has zero tolerance for these forms of conduct and takes action on all reports. No incident is ignored. We extend our zero tolerance commitment beyond the workplace to settings where associates may find themselves in connection with their employment.

Workplace Violence: Goodyear has long been committed to providing a safe work environment for its associates. While existing Goodyear policies, benefit programs and work rules clearly support the Company's commitment to a safe workplace, this policy reaffirms Goodyear's position of zero tolerance for any form of workplace violence.

In accordance with the Zero Tolerance policy, incidents of workplace violence are to be reported and all incidents are reviewed.

Goodyear provides associates with an internal website that includes valuable information on warning signs of violence and ways to prevent incidents, as well as what associates should do in certain situations. The website also includes contact numbers for the Corporate Security Department and the Integrity Hotline.

Talent management culture

69,000

Associates around the world

Making Talent Matter: As we continue building top talent in every region, Goodyear deploys and utilizes tools to attract, develop, motivate and retain the best team of global associates. Our ongoing commitment to developing talent is supported by technology that allows us to collaborate and communicate globally, which helps drive better business results.

Goodyear leaders have a prominent role in shaping the talent culture and serve as role models for associates. They are accountable; they make and honor their commitments to associates; and *they own* talent management.

Throughout the year, we revisit our talent strategy to ensure it is aligned with our short- and long-term business strategies. We identify internal and external hiring needs and plans for developing critical organizational capabilities, such as operational excellence and innovation. In addition, we proactively focus on identifying and developing successors to critical positions. When job openings occur, we seek to identify Goodyear associates who have the required skills and experiences. Other times, we purposefully look outside to bring in new capabilities. Within Goodyear's performance-based work environment, managers and supervisors engage associates in discussions throughout the year about performance, potential opportunities for advancement, career interests, development, and rewards.

Raising the performance bar

By investing in our performance management process, we continue to raise the performance bar. Tailored performance management solutions are readily available to support the quality of each phase of the performance management process. We set targeted business and development objectives that are linked to our strategy and accurately assess performance throughout the year. Our Global Talent Management System makes performance data easily accessible, which drives improved collaboration and communication. Managers are expected to provide ongoing feedback so associates know when they are on track and when adjustments are needed. Formal feedback opportunities focus on celebrating what went well, learning from the past, and helping us identify improvement areas.

Matching career aspirations with open roles

Our online Global Talent Management System enables associates in every region to document work history, education, skills, experiences and career aspirations — creating an electronic portfolio that supports career conversations with managers. The tool allows managers to use this data to search for global talent, fill open roles and complete succession plans, tapping into a diverse database of global talent.

Continuous learning

In our culture of continuous learning, we provide an environment where associate development is “*employee owned, manager supported, and HR enabled.*” Goodyear provides relevant and challenging learning experiences for all levels, from individual contributors and front-line leaders to mid-level and senior leaders. Learning may start in the classroom or online, but it must continue on the job. And learning from others is critical to success. Often the most effective learning takes place on the job, by stretching people with expanded responsibilities in their current roles or by putting them in new roles to develop key skills and experiences.

We prioritize our group development efforts on the organizational capabilities needed to enable business success. Individual development is driven by performance management feedback and career planning. Development enables success in current and future roles, which drives better skills, higher engagement and accelerated performance.

Diversity

Goodyear's Shared Values are core to the Goodyear Diversity Strategy and apply to the daily work of all associates. As we focus on respecting all employees around the world, we see a significant focus on Goodyear's global diversity. There is a strong non-U.S. representation at the leadership level in the organization, and having a diverse management team helps Goodyear understand the market and customer base everywhere we do business.

The Goodyear Women's Initiatives in Leadership (WIL) program continues to build a strong membership, and the programs have focused on two Goodyear Leadership Traits: problem solving and building talent and teams. WIL is an employee resource group that is open to all associates.

In the United States, we have partnered with universities and student organizations to place emphasis on our entry-level recruiting. This focus will improve our opportunity to recruit the best diverse talent for Goodyear.

Social media is an important part of this recruiting strategy and, as such, we have launched a new Goodyear facebook page and have increased our utilization of Linked In. We will continue to attract, develop and retain diverse associates through increased usage of social media and through the WIL program and other similar Goodyear organizations.

Global associate engagement survey

9 out of 12

Engagement scores improved

Every two years, Goodyear's associates worldwide are asked to share their feedback through the Associate Engagement Survey, a tool that drives action planning throughout our global organizations. In 2012, most Goodyear global associates — 86% — participated in the survey, a number consistent with our 2010 participation rate. Results demonstrated improvement in 9 of 12 categories.

Every two years, Goodyear associates worldwide are asked to share their feedback through the Associate Engagement Survey, a tool that drives action planning throughout our global organizations. In 2012, most Goodyear global associates — 86% — participated in the survey, a number consistent with our 2010 participation rate. Results demonstrated improvement in 9 of 12 categories, including:

- *Communication*
- *Leadership*
- *Learning & Development*
- *Supervision/Productivity/Skills*
- *Customer Alignment*
- *Ethical Behavior*
- *Strategy & Innovation*
- *Supervision/People Skills*
- *Teamwork*

In the 2012 survey, global associates also reported our greatest strengths to be teamwork and collaboration; manager effectiveness (managers inspire high performance and provide feedback); ethics and compliance; and job/skill fit. Engagement, in itself, is one way we collaborate and demonstrate teamwork on a global scale.

An ongoing cycle

Survey taking is only the beginning of the engagement process at Goodyear. Ongoing annual communications keep associates informed of where we are in the engagement process — and associates understand their feedback is put into action.

Global action plans outline opportunities for regional and functional teams to implement positive changes and streamline business processes. Action plans result in a vast collection of global success stories, collected from Goodyear associates around the world and shared internally. We learn from our best business practices and work together to continuously identify opportunities to improve.

Corporate awards

Our focus on building top talent and teams at Goodyear has led to significant accomplishments. At the end of the day, it is our people — in corporate, manufacturing and retail environments — who are responsible for our success. Some of the awards we have received in recognition of our people include:

- Goodyear named a Top 100 Military-Friendly Employer for the first year — 2012.
- Goodyear receives a certificate of partnership from the Employer Partnership of the U.S. Armed Forces — 2011
- Ohio State NAACP recognizes Goodyear as a “continued supporter of the goals and programs of the largest, oldest and strongest civil rights organization in the country, the NAACP” — 2011
- Goodyear Lawton plant selected as one of Oklahoma’s “Best Companies to Work For” — 2011
- Goodyear China named one of China’s “Top Employers” by CRF Institute – 2011 and 2012
- Goodyear named one of Germany’s Top Employers (Automotive) — 2011

Safety and wellness

At Goodyear, we believe all associates are responsible for safety — both their personal safety and the safety of everyone around them. To reflect how critical safety is to our company, we have started to track employee engagement in safety initiatives, as well as environmental and sustainability ones, as a key performance measure. Leaders at every level are responsible for creating a safe environment and reinforcing safe behaviors. By working together, we can achieve our ultimate goal of No One Gets Hurt.

By implementing and managing stringent workplace safety standards, we create a safe work environment ... but we don’t stop there. We are building a culture where safety is a value to each and every associate. By doing so, we continue to drive toward zero — zero injuries and zero incidents.

Safety engagement and empowerment

At Goodyear, we believe associate engagement and empowerment are critical for us to achieve the ultimate goal of zero injuries and zero incidents. As associates, we know that when we receive the knowledge and support to participate in safety initiatives, we become part of our safety success — we identify risks, remove roadblocks, and generate and implement ideas for improvement.

Every two years, Goodyear’s global associates are asked to share their feedback through the Associate Engagement Survey, a tool that drives action planning throughout our global organizations. In 2012, most Goodyear global associates — 86% — participated in the survey, a number consistent with our 2010 participation rate. Results demonstrated improvement in 9 of 12 categories, including the two safety-related questions.

Stories from our regions:

Latin America:

Associates at Goodyear’s plant in Americana, Brazil, are empowered to use a safety tool called “Lightning Stop.” If at any time an associate sees an unsafe behavior or a cause for

concern, he or she is empowered to immediately stop a machine or piece of equipment to hold a safety discussion with nearby associates.

Asia Pacific:

Goodyear's Pulandian and Dalian plants in China held unannounced production shutdowns to hold safety meetings. High-impact activities, including shop floor discussions that focused on safety issues, potential safety hazards and unsafe behavior, were held to encourage associate safety engagement and empowerment.

Asia Pacific:

Goodyear Indonesia's "Hero on the Go" campaign encouraged associates to practice safety and wellness at home and at work, and care for the environment and local communities. Participants were asked to submit a written pledge to practice safe procedures and protect the environment. Together, their pledges were compiled into one from the entire Goodyear Indonesia organization.

Europe, Middle East and Africa:

A "Safety Champion" program was developed in Goodyear's plant in Izmit, Turkey, and expanded throughout the Europe, Middle East and Africa region. In addition to the legally required safety representatives, many hourly associates have volunteered to become Safety Champions. These associates are given the time, resources and training to perform daily safety tours, follow up on action items for any near-miss incidents, meet daily with plant management, and assist with other key safety programs, such as Target Zero.

Latin America:

Every hourly associate has an online personal objectives plan for safety indicators that they are empowered to update and monitor.

Workplace safety

65.4%

Reduction in total injury rate since 2008

Goodyear's regional tire businesses in Latin America, Asia Pacific, and Europe, Middle East and Africa continue to perform at world-class safety levels.

At Goodyear, we will never be satisfied with our safety performance until every Goodyear employee and contractor around the world goes home injury-free every day. Zero is our ultimate goal — zero serious injuries and zero first aids. We celebrate the achievements of our regional tire businesses as they continue to improve their performance and drive towards zero. Using the OSHA Total Incident Rate calculation that examines the number of injuries per 100 employees, three of our regional tire businesses — Latin America; Asia Pacific; and Europe, Middle East and Africa — all achieved an incident rate of less than 1.0 in 2012, an accomplishment that is considered world-class.

Stories from our regions

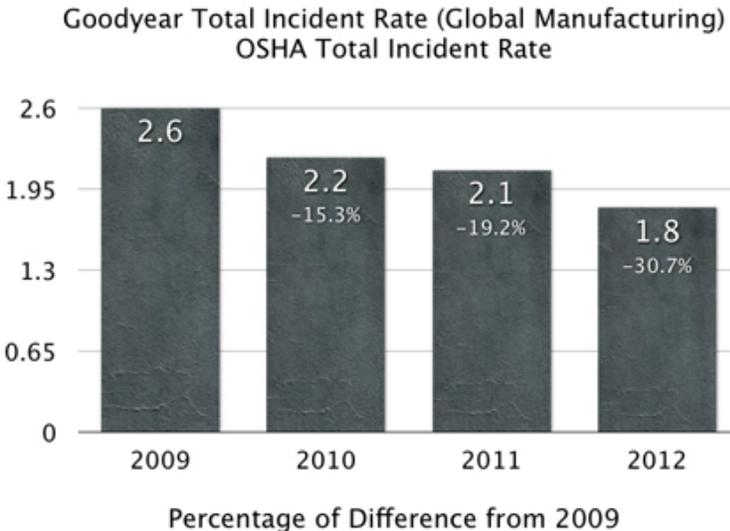
North America:

The Safety Floor Teams at Goodyear's plant in Gadsden, Alabama, are employee-directed work teams responsible for identifying safety issues, establishing the safety culture on the factory floor and monitoring the integrity of the equipment and processes. Tapping into the expertise and experience provided by the associates has been the plant's most successful safety initiative and contributed to the 60% reduction in the OSHA Total Incident Rate over the past five years. Each month, one of the six Safety Floor Teams at Goodyear's plant in Gadsden, Alabama, hosts a "Gatehouse Greening" during shift change. The team members

greet associates as they arrive, distribute safety giveaways and hold safety signs to encourage safe work habits.

Europe, Middle East and Africa:

Two associates from Goodyear Dunlop Sava Tires in Slovenia competed in the international Ergo Cup Competition as part of the 15th Applied Ergonomics Conference. Janko Gorjanc, health, safety and ergonomics (HSE) manager, and Primož Mali, HSE specialist, presented a cart designed by the Slovenian team to prevent injuries and minimize risks to tire builders.



Behavioral safety

An effective safety process accomplishes two things: The strategy enhances the physical environment in the facility and the mental attitude of the associates working there, and it engages as many associates as possible by encouraging their active participation. Goodyear designed Target Zero to achieve these objectives, and its global implementation continues to positively influence our safety culture.

A component of Target Zero — near miss reporting — allows associates to report conditions that require attention, as well as to identify incidents where a “close call” has occurred. Near misses are documented, analyzed and corrective actions put in place proactively — all before an accident can occur.

Target Zero’s second component is the analysis of behavior — or as we like to refer to it, doing the job the safe way every time. Trained associates observe specific tasks and document their findings. The collected data are analyzed, and a team identifies the corrective actions and removes any potential roadblocks that may prevent associates from performing the task safely every time. Follow-up observations are conducted to determine the effectiveness of the corrective actions. If improvement is confirmed, a new task is identified for analysis.

As this innovative process gains global momentum, some facilities have advanced sufficiently to include self-observation and off-the-job safety analysis into the equation. Goodyear’s goal remains zero incidents, and the ongoing commitment to Target Zero by associates around the world continues to move us closer to that goal.

A story from our Latin America region:

Latin America (Columbia and Americana):

PREMAC (Prevention by means of self-awareness) is the main pillar of Latin America's program, "Cultura de Seguridad Total" (Total Safety Culture) in which safe actions are strengthened through self control and self-knowledge. The tool helps everyone who uses it to obtain meaningful changes in their behavior and can motivate behavioral changes that may be applied at work and at home. The effective implementation of PREMAC is accomplished by training associates to properly apply the system with constant follow-up supported by supervisors and consultants.

Wellness

13

Health and wellness communications channels launched.

Goodyear's wellness brand for associates, GoodLife, was introduced in 2011 to foster an atmosphere of wellness and promote a culture of health at Goodyear.

When Goodyear introduced the GoodLife programs in 2011, it sparked a significant change for us as we seek to empower healthier associates to be engaged and productive at work and at home. GoodLife has the goals of preventing illness and injury whenever possible and getting people into the right care, at the right place, at the right time when prevention is no longer possible. These goals support Goodyear's business objectives by providing the information, tools, and resources to improve overall health and well-being.

Health information is presented through GoodLife's numerous communication channels to improve knowledge about associate health plans and wellness programs, enhance safety at work and at home, and engage the entire family in proper emergency preparations.

Goodyear introduced a biometric testing program so participants could learn their important health numbers and take steps to avoid long-term health problems. We learned that several participants discovered unknown health risks that motivated them to get proper health care.

Managing risk

Identifying and eliminating safety risk

There would be zero risks in a perfect world — no incidents, no injuries and no accidents. But in reality, we know there are risks everywhere, including at home, while driving, while playing sports, and in our workplaces. However, we can reduce, and even eliminate, certain hazards that result in injury or illness. For many years, Goodyear has used the Job Safety Analysis approach to identify and reduce the risk of injuries from hazards. In addition, we are now quantifying the risks so we focus on those with the potential for greatest harm.

Our risk assessments, based on the principles found in ISO 12100 and 13849-2008, consider factors such as the frequency of exposure to the hazard, the potential severity of the injury that could result, the likelihood that an injury could occur and the reliability of safety controls. Our risk assessments also include hazards presented when a process or machine does not perform exactly as it should.

Stories from our regions:

Control of hazardous power in Latin America

To reduce risks during machine repairs, upgrades, and other modifications, all energy sources must be controlled to guarantee they are at a "zero state." Visual energy control boards were created for and installed at each machine in the Colombia facility. These

boards ensure that associates who carry out machine modifications have a clear understanding of the energy sources, where and how to remove the energy, and where to apply the devices to prevent the reactivation of the energy sources while work on the machine is being performed.

Standard knife and scissor management in Asia Pacific

Goodyear's plant in Pulandian, China, evaluated all tasks that used knives or scissors and standardized the tool required by each task. The project reduced the type of knives by more than 50%, and identified the required holder and ideal location for each cutting tool. As part of this initiative to prevent cut and laceration injuries, cut-resistant gloves and sleeves were evaluated to ensure they provided the necessary level of protection for the task.

Major disaster mock drill in Lawton, Oklahoma

The scenario was a major earthquake that damaged the plant's powerhouse area, caused a natural gas leak, and resulted in serious injuries and missing associates. Although just a drill, the large-scale event — held three separate times for all plant shifts — was a challenge for emergency responders. In addition to the plant's fire and emergency response teams, the drill involved crews and equipment from three local agencies and tested their ability to find, rescue and treat people after a major disaster.

Designing for safety in Europe, Middle East and Africa

New machines are assessed for risk at the design stage, and guarding and other protective measure are built in before use. Once a new machine arrives at a plant for installation, it is assessed at the user level. For any remaining risk that cannot be controlled through engineering or other high-level options, we define safe behaviors, procedures, training and rules.

Compliance

Our management system includes the important component of auditing for adherence to legal and company requirements, as well as to manage system standards including International Organization for Standardization (ISO) 14001, Occupational Health and Safety Assessment Series (OHSAS) 18001 and the Occupational Safety and Health Administration (OSHA) Voluntary Protection Program (VPP). Our audit system includes self audits, audits by internal audit teams and third-party auditors. Audit performance is also tracked as a key performance measure to help ensure we are continuously improving our environmental, health, safety and sustainability (EHS&S) systems. In 2012, nearly 1,500 audits were performed at our research and test facilities, retail operations, commercial truck plants, and manufacturing plants.

From our region in North America:

Goodyear's chemical plant in Beaumont, Texas, was once again approved as a VPP Star site. VPP Star sites are recognized for continued exceptional safety commitment that goes beyond the requirements of OSHA standards. Companies in the VPP Star program have achieved injury and illness rates below the national average for their respective industries.

Violations and penalties

Goodyear received 16 violations and \$20,250 in fines in 2012 compared to 54 violations and \$28,329 in fines in 2011. We continue to diligently identify and correct any non-conformances with the expectations that our compliance goals in 2013 will be met.

Worldwide environmental, health, safety and sustainability (EHS&S) systems

Goodyear is committed to ensuring all our manufacturing facilities worldwide have safe and healthy operations with the goal of protecting the safety, health and well-being of associates, contractors, the surrounding communities, and the environment.

To protect worker health, a risk assessment process is used to evaluate the potential hazards of materials used or considered for use in manufacturing. These risk assessments are performed by a Global Product Stewardship / Sustainability Team with the purpose of identifying health risks so they can be minimized or eliminated.

To assure healthy workroom air quality, all manufacturing facilities conduct routine exposure monitoring for potentially hazardous chemicals and/or physical agents. All Goodyear sites follow a standardized sampling protocol that is recognized by the professional industrial hygiene community. The protocol establishes statistical confidence pertaining to exposures in the workplace, characterized according to process operation, jobs performed, tasks and chemical/physical agent of concern. Goodyear facilities worldwide typically collect more than 5,000 industrial hygiene samples per year to help ensure exposures remain well below all recognized exposure criteria — regulatory and consensus — and thereby minimize health risks to associates.

Fire safety

Goodyear is committed to reducing the risk of fires at our locations by investing in structural improvements that complement our fire protection programs. Mitigation of risks brings our facilities closer to Highly Protected Risk (HPR) Status, an insurance industry term used to describe a property that is judged to have a lower chance of catastrophic loss due to a fire. Facilities with HPR status have a demonstrated commitment to loss prevention, superior construction, and equipment and processes that depend on human interaction and execution. While HPR is not required by law, investment in a superior level of fire protection helps protect our people and our operations.

Goodyear has 34 locations worldwide that have been designated as HPR, including Pulandian, China, our newest facility. The combined total insured value of these facilities is \$6.8 billion.

From our region in North America:

The fire brigade at Goodyear's plant in Gadsden, Alabama, is entirely composed of associates who receive quarterly training at Gadsden State Community College.

Ergonomics

Goodyear has an aggressive ergonomics program to reduce the number of injuries that result from strains, sprains, inflammation of tendons and back pain. Since 2005, Goodyear has required all plant associates to be trained in ergonomics; used ergonomics teams to identify and prioritize risks; and eliminated or made plans to eliminate high- and medium-risk jobs and tasks that can result in injuries.

Modeled after a contest created by our ergonomics service provider, Humantech, Goodyear launched an annual ergonomics competition in 2009. The contest is a challenge to every Goodyear facility to submit its best examples of ergonomics improvements. In 2012, 55 submissions were received from around the world. After careful deliberation by safety and ergonomics experts, the 2012 award went to Goodyear's Beaumont Chemical plant in Texas for its improvement on the Budene 880 finishing line operations. By eliminating the need for the screw conveyor, associates are no longer required to reach or overextend their arms and twist their backs to clean — a 100% ergonomic risk reduction. The \$1,500 project also eliminated maintenance-related downtime.

From our region in Latin America:

Latin America introduced an ergonomics campaign for all associates that focuses on warm-up exercises and training to help reduce injuries

Global business continuity process

Goodyear's Global Business Continuity continues its focus on associates, facilities, customers and business operations when faced with extraordinary incidents. By identifying incidents, risks and critical business processes, and responding and recovering effectively, the potential impact of incidents was dramatically reduced.

The global team completed an annual company-wide risk assessment, presented it to management to integrate into planning processes and continues to support all regions to ensure strategies are implemented effectively when needed. The regional and facility business continuity teams continue to take steps to identify and close any potential gaps in their planning.

Global incident monitoring in 2012 revealed the following statistics of incident location, type and duration:

Location data:

- Akron Global Headquarters 10%
- Asia Pacific 24%
- Europe, Middle East and Africa 16%
- Latin America 10%
- North America 40%

Incident type:

- Human 39%
- Natural 31%
- Technological 30%

Duration of impact:

- Less than one day 54%
- One day to one week 30%
- More than one week 16%

Through the ongoing collection of benchmarking data, we determined that all regions and facilities responded and recovered effectively to the year's major incidents.

The global team continued its focus on critical suppliers in 2012 with the goal of synchronizing planning to maximize positive impact. This effort included risk assessments to determine top-tier suppliers, the development of effective ways to speed up the response and recovery from major incidents, and the creation of a Critical Supplier Incident Response and Recovery Action List.

Goodyear continues to partner with international standards-making organizations to ensure our business continuity policy and organizational charter remain current. All global business continuity teams continue to focus on protecting our associates and meeting the needs of our customers.

Our Products

Meeting customers' needs for highest-quality products. Leading in targeted segments as well as innovation. Being competitively advantaged. These are Goodyear's strategic principles for creating sustainable economic value that will result in an even stronger company.

Quality

Within The Goodyear Mission is the Global Purpose which includes the following statement: “Delivering the highest-quality tires, related products and services for our customers and consumers.” This statement is the reason Goodyear exists and forms the foundation of everything we do around the world.

Goodyear’s Quality Policy supports this statement and is a key factor in Goodyear’s operations. The policy sets an uncompromised standard of quality throughout the supply chain by defining six steps for achieving business excellence:

- *Listening to customers and helping to meet their needs.*
- *Designing and producing superior products that provide value.*
- *Managing processes for consistent quality performance.*
- *Providing excellent service.*
- *Encouraging and expecting the creative involvement of every associate in continuous improvement activities.*
- *Auditing quality-system performance.*

Even though Goodyear facilities are audited by a third party to international quality standards, Goodyear’s functional experts conduct our own quality audits as well. Goodyear facilities are audited throughout the supply chain to ensure all the elements of each facility’s quality system are well understood and being executed correctly. Internal and external quality indicators demonstrated that our quality systems continued to operate at a high level during 2012 while showing improvement from the previous year.



Tire warranty costs as a percent of sales has been reduced significantly over the last 10 years.

Designing innovative products

34

New consumer and commercial truck tire products launched across the globe.

Our new products illustrate the advantage Goodyear brings to the industry by innovating, designing, manufacturing and marketing technically advanced tires.

Goodyear's award-winning products are created at our two Innovation Centers — in Akron, Ohio, and Colmar-Berg, Luxembourg — and a development center in Hanau, Germany, which form the core of our industry-leading new product engine. Goodyear scientists and engineers work with research and marketing analysts to identify market trends then use new technologies for our next generation of

products. The design process depends on a cross-functional effort including research and development, quality control, engineering, manufacturing and supply chain associates working in tandem with our sustainability and marketing groups to bring new products to market for our customers. The process also depends on the extensive testing performed at our labs and proving grounds.

Each year, Goodyear introduces innovative products that answer customer and consumer demands, covering the entire range of commercial and personal vehicles. Our new products illustrate the advantage Goodyear brings to the industry by innovating, designing, manufacturing and marketing technically advanced tires.

Some of the new products introduced in 2012 include:

9

SmartWay®-verified truck tires on the market.

A total of nine Goodyear truck tire retread products that increase fuel efficiency and provide low rolling resistance have received SmartWay verification from the U.S. Environmental Protection Agency (EPA). The EPA established low rolling resistance requirements for retreaded truck tires in 2012, and verified tires must help reduce truck fuel consumption by at least 3%.

The G316 AT Fuel Max, the G572 LHD Fuel Max and the G305 ATS Fuel Max: Three Goodyear truck tire retread products that increase fuel efficiency and provide low rolling resistance have received SmartWay verification from the U.S. Environmental Protection Agency (EPA). The EPA established low rolling resistance requirements for retreaded truck tires in 2012, and verified tires must help reduce truck fuel consumption by at least 3%. These three truck tire retread products join six other Goodyear and Dunlop SmartWay-verified truck tires.

Goodyear Ultra Grip 8 PERFORMANCE: A high-performance winter tire released in Europe, the Ultra Grip 8 PERFORMANCE is built to deal with tough winter conditions, including slush, snow and ice.

Goodyear Marathon Coach and Goodyear Ultra Grip Coach: Dedicated to the coach (bus) industry in Europe, Goodyear built these tires after surveying fleet owners who said rising fuel costs were their main challenge. Both tires feature TravelMax technology, which includes a Silefex tread compound for extended mileage and excellent rolling resistance/fuel economy, an asymmetric tread design for excellent wet grip and even wear, and the latest generation of waffle blades for excellent snow traction and braking.

The real test of a product is how well it performs, and Goodyear products earned praise from the automotive media, independent testing organizations and the driving public. ***Here is a sampling of global recognition received in 2012:***

Two Goodyear tires — Assurance TripleTred All-Season and ComforTred Touring — received “Best Buy” recommendations from *Consumers Digest*.

Goodyear Eagle F1 Asymmetric All-Season was labeled the “ultimate all-season” tire by *Motor Trend* magazine in the U.S., and its superior performance was highlighted in a video produced by Canada’s *Toro Magazine*.

Goodyear Eagle F1 Asymmetric 2 was named “Best Summer Tire” in the 2012 *Auto Express* Product Awards.

Goodyear Marathon truck tires won the Green Product Award from the Luxembourg Green Business Summit. The tire range, featuring Goodyear's Fuel Saving Technology, was recognized for its contributions in lowering CO₂ emissions.

Goodyear Assurance Fuel Max tires won the 2012 India Product of the Year Award in the tire innovation category from an independent consumer survey and Nielsen, a leading global research firm.

Two Goodyear tires were named "Tire of the Year 2012" by *Neumáticos y Mecánica Rápida*, one of the leading magazines in the tire sector in Spain. The Eagle F1 Asymmetric 2 tire beat eight other competitors in the touring car category, while the EfficientGrip SUV won in the 4x4/SUV tire category as a result of the tire's fuel-saving ability and low CO₂ emissions.

Our latest innovations

699

New worldwide patents received, including 113 in the U.S.

In 1900, when automotive tires were little more than oversized bicycle tires, Goodyear designed a better tire, thus creating the enduring Goodyear legacy of continuous improvement and innovation. Today, our success continues to be driven by innovation, and our associates around the world are engaged in the creation of innovative products that our customers want and need.

When Frank Seiberling founded Goodyear in 1898, there were 13 associates and a product line of bicycle and carriage tires, horseshoe pads and poker chips. Automobile tires were added in 1900, but the industry standards at the time were little more than oversized bicycle tires. Unsatisfied with the performance, company leaders decided to design a better tire, thus creating the enduring Goodyear legacy of continuous improvement and innovation.

Today, more than 100 years later, Goodyear's success continues to be driven by innovation. Our associates around the world develop processes designed to create innovative products that customers want and need. Our two Innovation Centers — in Akron, Ohio, and Colmar-Berg, Luxembourg — and a development center in Hanau, Germany, are where teams from technology, marketing, sales, and manufacturing meet to deliver market-back innovation to the world.

Some of our recent innovations include:

Goodyear's Air Maintenance Technology (AMT): Tires with AMT, a self-inflating tire system, can remain inflated at the optimum pressure without the need for any external pumps, electronics or driver intervention. Proper tire pressure plays an important role in improved fuel efficiency, reduced emissions and extended tire life, as well as to keep the vehicle's handling performance at optimal levels.

Soybean Oil: After tests at Goodyear's two Innovation Centers, researchers have found that using soybean oil in tires can potentially increase tread life by 10% and reduce the use of petroleum-based oil during manufacturing by up to seven million gallons each year. In addition, during testing at Goodyear's tire plant in Lawton, Oklahoma, it was discovered that rubber compounds made with soybean oil blend more easily with the silica used in building tires. This can improve plant efficiency and reduce energy consumption and greenhouse gas emissions.

Biolisoprene™: Goodyear and DuPont Industrial Biosciences are working together to develop Biolisoprene, a revolutionary bio-based alternative for petroleum-derived isoprene. Biolisoprene can be used for the production of synthetic rubber — which in turn is an alternative for natural rubber—and

other elastomers. The development will help reduce the tire industry's dependence on oil-derived products.

Electric Vehicle Tire Technology: Developed for CityHush, a European Union-sponsored project to reduce noise in cities, Goodyear's innovative electric vehicle concept tire features technology that can contribute to quieter inner cities while fulfilling the requirements of future electric vehicles.

Multi-Piece Cushion: Goodyear's new Multi-Piece Cushion — the only product of its kind in the industry — is a major retread technology breakthrough. The cushion contains three distinct layers, including one that serves as a barrier that extends the product's shelf life — a major advantage for retreaders.

Interlaced Strip Technology: This new technology features an innovative belt reinforcement in the crown area of the tire which will allow the tire to carry up to 10% more load.

Radio-Frequency Identification (RFID) Technology: The key element of RFID technology is a tiny, one-centimeter chip built into the tire on the assembly line. Goodyear's first commercial use of the microchip was introduced in the new Goodyear Regional RHT II RFID 435/50R19.5 trailer tire, which uniquely interfaces with FleetOnlineSolutions, Goodyear's internet-based tire management program. Instead of manually identifying a tire by its sidewall markings, the use of RFID technology allows each tire to be quickly identified by a scanner with that information accurately and electronically recorded. This offers fleet owners time savings as one of the main benefits.

Spring Tire: Goodyear's innovative airless tire, co-developed by the National Aeronautics and Space Administration (NASA), represents a future tire concept that could be used to explore the outer reaches of space and possibly the most brutal terrains here on earth. The Spring Tire offers 800 load-bearing springs and is designed to carry heavy vehicles over much greater distances than the wire mesh tire previously used on the Apollo Lunar Roving Vehicle, which Goodyear also helped design and construct in 1971.

Awards

Goodyear has received many awards for our innovations. Here is a sampling:

Goodyear was named a Thomson Reuters 2012 Top 100 Global Innovator company, recognizing our achievements as one of the world's most innovative companies. This is the second year in a row Goodyear has received this recognition.

Goodyear's Air Maintenance Technology (AMT) received several awards, including:

- One of the "Best Innovations of the Year" by *Time*;
- One of the "ten most promising future technologies" from *Car & Driver*;
- The 2012 Breakthrough Award from *Popular Mechanics*;
- One of the "Best 100 Ideas of the Year" in the motor category by *Actualidad Economic* (Spain); and
- "Best Technology of the Year" by *Auto Sport* (China).

Goodyear's Multi-Piece Cushion technology was named "Tire Manufacturing Innovation of the Year" from Tire Technology International.

The Goodyear Interlaced Strip Technology for truck tires received the Innovation Award from the Luxembourg Business Federation (FEDIL).

Tire Labeling

Government-required consumer information labeling programs for tires are being developed around the world, including in Europe, the United States, Japan, Korea and Brazil. The purpose of these programs is to inform the tire-buying public of the impact the tires they are selecting will have on vehicle fuel efficiency and wet-surface braking, as well as the tire's noise level for tires sold in Europe and tread life in the United States. Armed with this information, consumers can select the tires that match their vehicle and provide certain environmental benefits. Goodyear believes these new government-sponsored labeling programs will give consumers the ability to more clearly compare our products and, as a result, will showcase the technological innovations in our award-winning products, such as the Assurance Fuel Max in the United States and the EfficientGrip in Europe.

Rolling resistance

Tire rolling resistance is the force required to roll a tire forward when it is carrying the load of a vehicle, and is the best way to determine a tire's impact on vehicle fuel economy. Developing low-rolling-resistance tires that meet vehicle manufacturers' demanding requirements has been a challenge facing tire manufacturers for many years. With the introduction of consumer information labeling programs and stricter fuel-economy standards for vehicle manufacturers, this challenge is intensifying. In response, Goodyear has developed state-of-the-art technology in rubber compounding, tire construction and manufacturing to meet the increasing demand for low-rolling-resistance tires.

Life cycle assessments have demonstrated that 87% of a tire's carbon footprint is related to its use. Low rolling resistance tires can save 487.5 pounds of CO₂ during a tire's life compared to a standard tire. The savings per vehicle, if fitted with four low-rolling-resistance tires, will amount to 1,950 pounds of CO₂ during the life of the tires.

Source: Life Cycle Assessment study commissioned by BLIC (European Association of the Rubber Industry) and performed by PRé Consultants.

As far as a tire's impact on vehicle fuel economy, Goodyear Assurance Fuel Max features a fuel-saving tread compound that provides low rolling resistance and reduces energy to help save up to 2,600 mi./4,000 km worth of gas over the life of four tires.

Note: Up to 2,600 miles based on a 4% fuel economy improvement, on 65,000 Mile Tread Life Limited Warranty, as compared to the standard Goodyear Assurance tire tested on P195/65R15 size-2008 Honda Civic. Actual results may vary based on when tires are replaced, driving and road conditions, and proper tire maintenance.

[Click here](#) for more information about the Goodyear Assurance Fuel Max.

Product stewardship

Goodyear recognizes the growing complexity of the global regulatory climate and the increasing need to build sustainability into our products and processes. In 2012, we strengthened our Global Product Stewardship team, upgraded our IT system in preparation for the upcoming requirements for the Global Harmonized System (GHS) of classification and labeling of chemicals, and are developing our capability to assess the full impact of our products throughout their lifecycle.

Goodyear's Global Product Stewardship team is integrated into the research and development process to ensure our products meet environmental and sustainability requirements now and in the future, and that the principles of sustainability are included in the development of our products. The team reviews all new materials before use for current global regulatory compliance, as well as to identify any developing concerns.

The team reports quarterly to a steering committee on the state of the global regulatory and sustainability landscape as it impacts our products and, as appropriate, identifies materials for possible replacement.

The focus of Goodyear's product stewardship includes the entire lifecycle, so the team engages suppliers, customers, governments and non-governmental organizations (NGOs), all with the purpose of protecting our associates, our customers and the environment.

Industry stewardship

Goodyear works cooperatively within our industry, both with other tire companies and with automotive-related groups on environment and health issues. We are active members of the European Tyre & Rubber Manufacturers Association and the U.S. Rubber Manufacturers Association. In addition, we are members of the Conference Board, World Business Council for Sustainable Development, Suppliers Partnership for the Environment and Manufacturers Alliance for Productivity and Innovation.

World Business Council for Sustainable Development (WBCSD)

Goodyear is a leader in the Tire Industry Project (TIP) of the WBCSD, an industry group including 11 of the world's largest tire manufacturers. As a CEO-led global association of more than 200 international companies focusing on business and sustainable development, the WBCSD is regarded as a catalyst in global policy development, representing and promoting the role of business in achieving sustainable development.

With the purpose of working together to review potential long-term environmental and health impacts related to tires, TIP completed a five-year research project to fill data gaps on tire and road wear particles (TRWP), which included chemical and physical analysis, global sampling and airborne evaluation, ecotoxicity testing and inhalation testing. The research concluded that TRWP do not present significant risk to health or the environment.

TIP's current work is focused on:

- Materials, which include life cycle analysis (LCA) to understand specific chemical impacts; and
- Nanomaterials, which include cooperative work with the OECD (Organization for Economic Cooperation and Development) to examine sustainable development and use of nanomaterials by the tire industry.

Suppliers Partnership for the Environment

Goodyear is a member of Suppliers Partnership for the Environment. This is a U.S. Environmental Protection Agency and automotive industry partnership with the objective of corporate sustainability within the automotive supply chain. Goodyear participated in phase two of the Materials Assessment Strategy that focused on preparation of a common screening process for assessing the potential health and environmental effects of chemicals in automobile wear parts. Goodyear contributed to the development of the tire risk model that was used to develop a standard. We will continue to support the working group in phase three with a focus on energy use management and reduction.

Manufacturers Alliance for Productivity and Innovation (MAPI)

MAPI is a member organization focused on building strong leadership within U.S. manufacturing. Goodyear is engaged in the Sustainability, Environmental and Health & Safety (EHS) Councils. Participation is focused on networking, idea generation and exploration of key EHS and sustainability issues.

Social Pioneers Roundtable

PRé, a company that supports organizations in their efforts to measure and improve environment performance, initiated the Social Pioneers Roundtable to establish a clear consensus on social issues at the corporate level. The roundtable brings together companies, including Goodyear, from different industries to assess the social impacts of products from a life-cycle approach.

Our Environment

Sharing the planet responsibly with customers, employees, shareholders, communities and suppliers is the impetus behind key sustainability objectives at Goodyear. Our sustainable activities mirror this commitment.

Environmental Stewardship:

74

Goodyear's place on *Newsweek* magazine's annual ranking of "America's Greenest Companies."

Goodyear was the only tire maker on the list and the second-highest ranked company in the automotive industry.

Two of Goodyear's shared values — encouraging wellness and safety both on the job and at home and caring for our environment and our communities — are key drivers for Goodyear's environmental, health, safety and sustainability (EHS&S) efforts. Our formal EHS&S organization is responsible for compliance, sustainability and product stewardship and leads a strategy to promote safety in everything we do, reduce our environmental impact across our product lifecycle, and benefit our associates, customers and communities.

Our strategy to reduce our environmental impact begins by optimizing materials. We continuously evaluate the raw materials we use, including material characteristics, energy composition, social and regulatory activities, and alternatives. All evaluations and future use are established by the Product Stewardship Steering Group, a group of senior managers. Efforts have also been initiated with select suppliers to develop and select more sustainable materials. Goodyear's new supplier development activities include an assessment of material sustainability performance and material innovation. We have fundamental research and development activities focused on renewable materials and material reduction, reusability and recyclability.

Learn more about our research into renewable materials:

Goodyear discovers soybean oil can reduce use of petroleum in tires

http://www.goodyear.com/cfm/web/corporate/media/news/story.cfm?a_id=792

Bio-based tires edge closer to reality: Collaboration between The Goodyear Tire & Rubber Company and DuPont Industrial Biosciences results in breakthrough technology for tires made with renewable raw materials

http://www.goodyear.com/cfm/web/corporate/media/news/story.cfm?a_id=646

The product component refers to the optimization of a tire's footprint or eco-friendly attributes, which requires three simultaneous considerations during product design. First, we measure a tire's wet grip to determine its ability to safely provide transportation under adverse conditions. Second, we design and build products that minimize material usage and reduce rolling resistance for reducing fuel use and minimizing fuel costs. Finally, optimizing treadwear is also an important consideration and helps decrease material usage by reducing the frequency of tire changes.

A significant component of our strategy is to inform our consumers about our products, including safe use and best sustainability practices, as well as our efforts to provide maximum value to them. Of special focus are novice drivers, such as first-generation drivers in emerging markets. Besides the information shared by professional tire technicians during a tire purchase, Goodyear promotes consumer events that encourage safe driving and good tire maintenance habits. We also want consumers to know about our efforts to minimize our impact on the environment as we produce their tires. We do this through store signage, marketing programs and publications such as this website. We also communicate with environmental groups and NGOs (non-governmental organizations) to get their feedback on our efforts.

In our operations, we aim for efficiency while manufacturing our products with maximum safety and minimum

energy, emissions, waste, and water. For years, we have concentrated our EHS&S efforts among these areas and have achieved industry-leading results.

We communicate our strategies and benefits to investors through this website, our annual report and by participating in Carbon Disclosure Project and other periodic surveys such as the *Newsweek* 500 Greenest Companies. Individual requests for information about our EHS&S efforts are addressed through our EHS&S staff. To facilitate answering these requests, this website — our corporate responsibility website — was launched in 2012 to provide easy access to information.

One of our most important tasks is to communicate to our associates so they understand our sustainability strategy and expected behaviors. To become fully engaged in our sustainability efforts, each associate is asked to strive to conserve energy, minimize the use of resources (reduce, reuse, recycle), work safely, strive for personal wellness, and follow all work rules and regulations.

Goodyear has a long history of following sustainability practices and working hard to be a responsible neighbor in every community in which we operate. As we believe sustainability is a journey, we are constantly evolving as we improve our overall performance and strive to lead the industry to benefit our associates, our customers, our shareholders, our suppliers, our communities and the environment.

Stories from our regions:

- Goodyear's plant in Adapazari, Turkey, continued its tradition of planting a tree in honor of each retiree.
- Goodyear's plant in Americana, Brazil, extended the focus of its safety representatives to also include environmental protection and sustainability strategies. These associates now apply behavioral tools to improve environmental conservation and sustainability.
- Goodyear Dunlop Europe hosted an event for 170 of the continent's top commercial fleet representatives, industry leaders and transportation policy makers to open a wider debate on increased demand for fuel efficiency from the road freight sector.
- Associates from Goodyear's manufacturing plant in Pulandian, China, visited Goodyear Hope School to host environmental awareness activities, including a course on the fundamentals of environmental protection. After the event, the children drew pictures that were collected and incorporated into a calendar.
- Associates from Goodyear's plant in Izmit, Turkey, made environmental awareness presentations at schools that won a drawing contest.
- A local Goodyear tire store in Tampa, Florida, received certification from Hillsborough County for environmentally safe business practices. The "Green Star Certified" endorsement uses verification from the United States Energy Council to recognize local businesses that have enacted procedures to protect and benefit the environment.
- Goodyear Venezuela received recognition at the 20th Industrial Environmental Summit for responsible environmental protection actions.

Releases to the environment

7

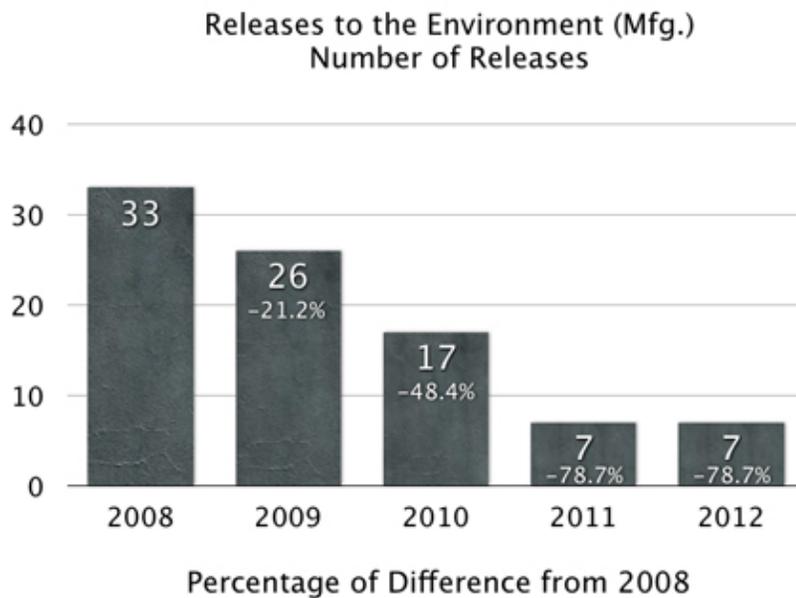
Releases to the environment in 2012.

After years of improvement, our performance began to level off in 2012 with seven releases to the environment. While these releases were quickly controlled

and had minimal or no impact to the environment, we have taken additional preventive measures as we continue our drive toward zero releases.

We have had excellent performance and continued improvement at our manufacturing facilities with a small number of releases to the environment that exceed a permit or regulation. Our performance in 2012 leveled off and was the same as 2011 with seven releases that were quickly controlled and had minimal or no impact to the environment. We have taken additional preventive measures to ensure we improve our performance in the future and continue to drive toward zero releases.

Consistent with our EHS policy, Goodyear complies with the applicable environmental and safety requirements in the countries and communities in which we operate. The regulatory landscape continues to be demanding and complex, but we monitor existing, new and proposed legislation with the goal of flawlessly executing the requirements.



Zero Waste to Landfill:

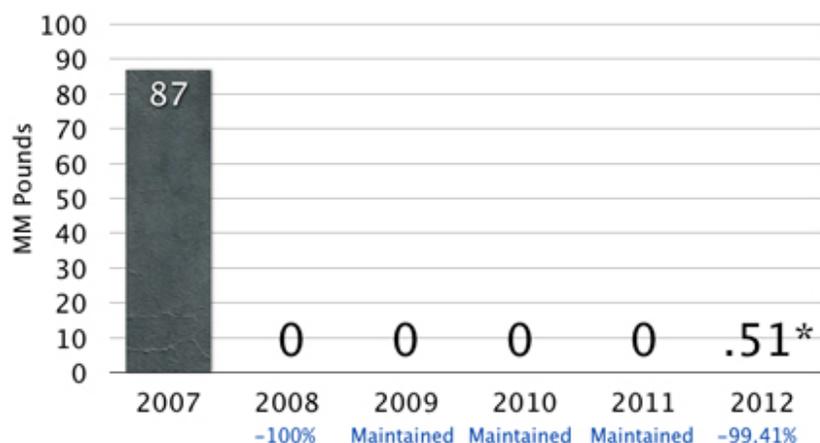
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Amount of waste any Goodyear manufacturing facility is permitted to send to a landfill.

Since 2008, Goodyear has required all manufacturing facilities to maintain Zero Waste to Landfill, a corporate initiative to reduce our environmental impact by requiring all manufacturing plants to reduce, reuse and recycle manufacturing waste.

In 2006, Goodyear created the Zero Waste to Landfill initiative to reduce our environmental impact by requiring all manufacturing plants to reduce, reuse and recycle manufacturing waste. We not only work to find the most efficient outlets for reusable scrap material but also strive to achieve the most beneficial use. As a result of the program, more material is being recycled or used as fuel. The sale of these by-products returns revenue to the manufacturing process, which helps fund further improvements. Goodyear's corporate goal is to maintain our Zero Waste to Landfill policy while continuing to reduce the amount of waste incinerated or used for heat recovery. A global requirement is in place for continual monitoring and auditing to ensure compliance with our Zero Waste to Landfill goal. If any deviation from the program is discovered, Goodyear takes immediate action, up to and including corrective action and the termination of vendor contracts.

Global Waste to Landfill



Percentage of Difference from 2007

*In 2012, as part of our continual monitoring and auditing process, Goodyear discovered that a single vendor in China had diverted some waste — against our knowledge, policy and signed contract — to a landfill. Once discovered, Goodyear terminated the vendor's contract and has engaged a new vendor that is adhering to our Zero Waste to Landfill requirement.

Stories from our regions:

- Project Groenspoor, a collaborative effort by Goodyear South Africa, Die Burger newspaper and The Waste Trade Company, was created in 2011 to encourage businesses to donate proceeds from their recyclable waste to schools. The project expanded in 2012 by partnering with Stephen Nkomo School in Kwanobuhle to teach the pupils about the importance of protecting the environment by recycling.
- Goodyear, in collaboration with Bar-S, the city of Lawton, and Preferred Waste Solutions, made recycling containers available for use by associates and the community at its manufacturing plant in Lawton, Oklahoma. The containers will collect aluminum cans, plastic bottles and cardboard/paper.
- Goodyear Dunlop Sava Tires partnered with other Slovenian companies to educate more than 6,000 high school students from the Gorenjska region about proper waste handling.

Zero solvent use

57%

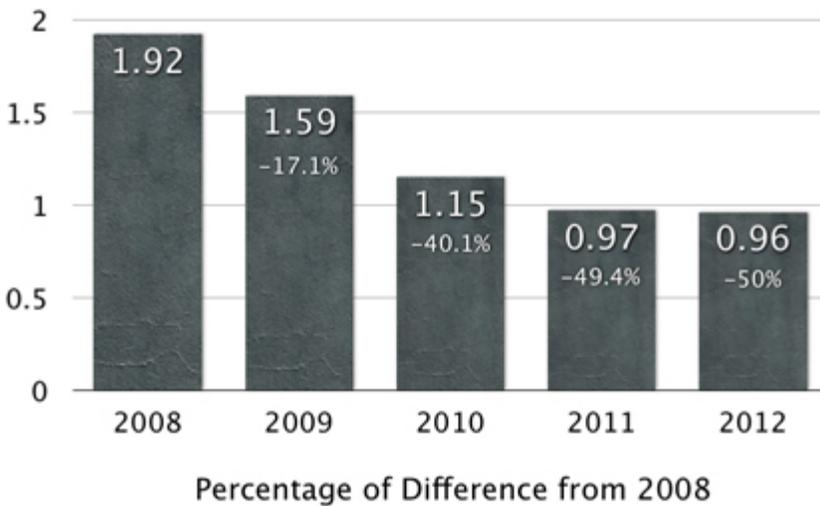
Solvent reduction since 2007.

Goodyear continues to lead the industry in efforts to reduce solvents in our manufacturing facilities. In 2012, we had a use rate of 0.96 pounds per ton of production, a modest reduction from 2011. Our focus remains on the global application of best practices to further reduce this rate.

Goodyear continues its company-wide effort to eliminate solvent usage and, consequently, solvent emissions. In the past, solvents have been used in our manufacturing process and maintenance activities. Multifunctional teams have developed process changes that eliminate solvents where possible, find material alternatives or implement other shared best practices from plant to plant. In 2012, company-wide solvent usage was reduced to 0.96 pounds per ton of product, a nominal improvement over the 2011 performance of 0.97 as ticket mix has impacted use rates.

Fifteen Goodyear plants have achieved zero solvent use, while Goodyear has reduced global solvent use by 57% since 2007. Our focus remains on driving solvent use in radial passenger and truck tires to zero, while achieving “best practice” levels in bias and other production lines.

Global Solvent Usage lb/T



Energy and water:

5-9%

Reduction in energy and water use rates since 2010, our baseline year.

In 2012, Goodyear made continuous progress towards the targeted reduction of 15% in water and energy use rates by 2015 — even at reduced production levels. Each region has a full-time energy manager engaged in implementing steps to reduce the use of energy and water.

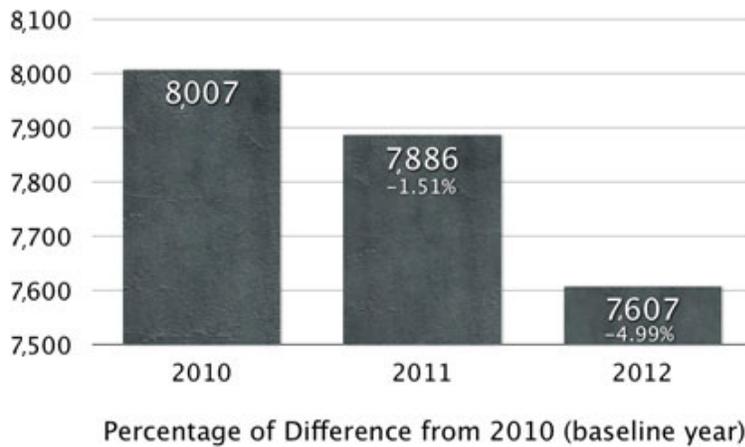
Energy:

Our 2012 performance represents a 5% improvement and is a successful start to our goal of reducing energy rates by 15% over five years.

Goodyear continued improvements to our global energy management system in 2012 by installing hundreds of meters that are connected through regional servers and provide real-time energy data.

In Germany, all our manufacturing plants — Fuerstenwalde, Fulda, Hanau, Philippsburg, Riesa and Wittlich — completed ISO 50001: 2011 system certification in 2012 and, accordingly, installed an energy management system. The system documents energy management responsibilities and activities and outlines the procedures required for future improvements.

Global Energy Use - BTU/lb



Goodyear's energy management system is based on Lean Six Sigma continuous improvement methodologies. Continuous improvement is a major facet of the system and a key driver for creating greater energy efficiency at local facilities.

The Certified Energy Management (CEM) program is a professional certification that recognizes individuals who have demonstrated high levels of experience, competence, and proficiency in the energy management profession. Goodyear Asia Pacific recently held a CEM training workshop in Pulandian, China, for its energy coordinators. During the training, each participant developed a program to reduce energy in their respective plants by 10% over three years along with a specific project list for 2013.

Energy reviews were completed at most major global operations by a team consisting of global, regional and plant energy associates with the purpose of sharing best practices and initiatives among the plants. The reviews helped to verify baselines and implement the new global energy and greenhouse gas (GHG) strategy. Review participants included the local energy committee, plant energy coordinator and an energy champion. The committee spends 10% - 30% of its time on energy and GHG initiatives.

Goodyear's facility in Americana, Brazil, installed more efficient fan motors in the cooling towers and more efficient, integrated combustion control units in the boiler. These initiatives reduced the energy consumption by 50% and natural gas consumption by 13,500 m³ per month, and resulted in a significant reduction of GHG emissions.

To achieve a 5% reduction in BTUs (British Thermal Units) per pound of finished stocked value (BTU/LBS), Goodyear's region in North America challenged facilities to positively impact energy usage. The challenge was launched with a workshop at Goodyear's plant in Lawton, Oklahoma, and required associate engagement through reporting leaks and turning off lights or equipment when not needed. Results were impressive, including a 33% energy efficiency improvement in Goodyear's plant in Social Circle, Georgia. Associates there achieved significant improvement by engaging associates in a standardized leak program and identifying compressed air applications that could be replaced with less costly and more efficient alternatives.

Goodyear's plant in Colmar-Berg, Luxembourg, is modernizing its locker and shower rooms as part of a multi-year improvement project. A new installation preheats fresh water by the heat generated from hot waste water from the showers and has resulted in a reduction from 295 kWh usage per day to 120 kWh per day for 11 showers — a 59% energy-efficiency improvement.

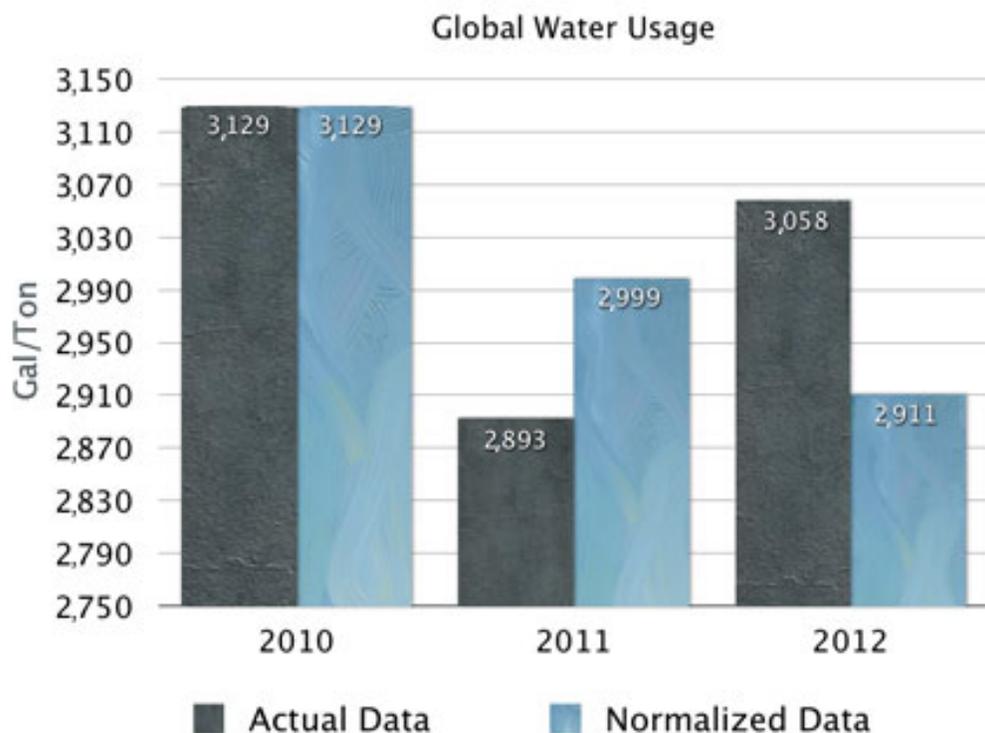
In Turkey, Goodyear's Adapazari plant created energy displays and test stations to improve associate education and engagement in energy conservation. The test stations are used to train associates, share plant energy indicators and increase the generation of ideas for continuous improvement.

Water:

At all of Goodyear's manufacturing facilities, we used 2,863K gallons of water per ton of production (normalized) in 2012, reflecting an 8.5% decrease over our 2010 baseline. Our progress in 2012 highlights our dedication to reducing the amount of water used in our manufacturing facilities and is aligned with our commitment to a 15% reduction in water use by 2015.

Goodyear sources its water from public utilities, wells, lakes and streams, of which 43% (4,183K gallons) is from public utilities and 57% (5,544K gallons) is from surface waters. Water is used for cooling, steam generation, cleaning and sanitary services. Most of Goodyear's manufacturing facilities are in areas that are unaffected by water scarcity concerns.

As part of Goodyear's strategy to conserve and recycle water, almost all facilities utilize closed-loop cooling systems for water used for cooling materials and equipment. Systems are also in place to capture and return process water and steam condensate for reuse and reduce the need for additional fresh water. The majority of water used for steam and cooling is returned to waterways minus any evaporation that occurred. All water used for domestic purposes is treated on site or at publicly owned treatment plants according to all applicable requirements and returned to waterways.



Commercial building energy efficiency

As a member of the World Business Council for Sustainable Development (WBCSD), Goodyear has accepted the challenge to significantly reduce energy use at non-manufacturing facilities by 2020. Our two newest facilities — our manufacturing plant in Pulandian, China, and global headquarters in Akron, Ohio — were designed to achieve significant LEED standards. LEED (Leadership in Energy and Environmental Design) is a voluntary program that provides third-party verification of green buildings. The LEED application is currently under review for our global headquarters, while our manufacturing plant in Pulandian, China, received official LEED Gold certification in 2012.

Greenhouse gases (GHG)

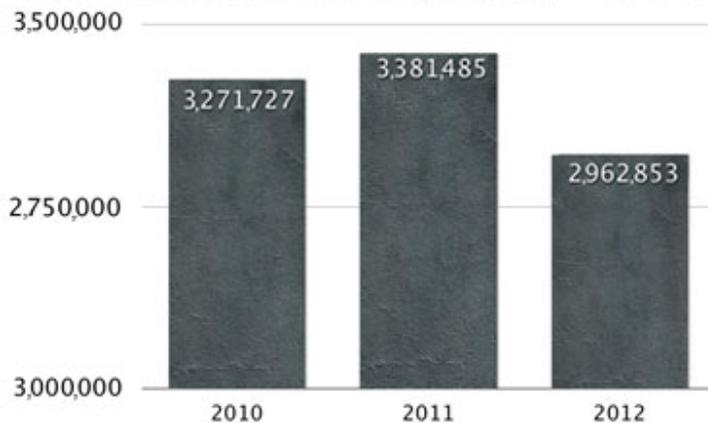
308,874

Reduction in greenhouse gas (GHG) emissions in million metric tons since 2010, our baseline year.

In 2012, Goodyear's manufacturing efforts to reduce GHG emission rates were on track with a 7.3% decrease from 2010. This exceeds our goal of a 3% reduction and keeps us on track toward our goal of reducing emissions by 15% over 5 years.

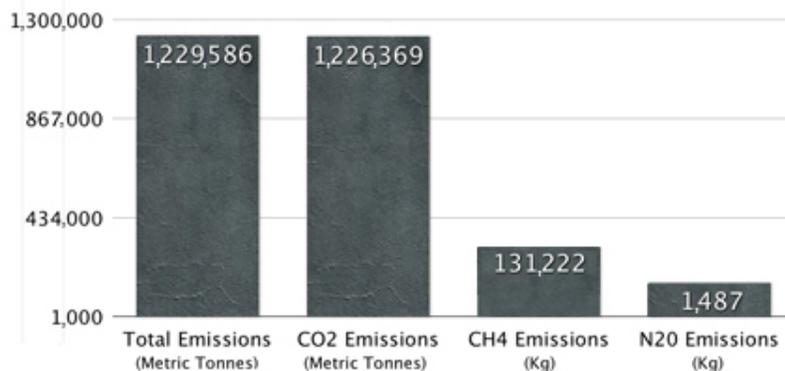
In 2012, Goodyear reduced total CO₂ emissions by 308,874 million metric tons compared to 2010.

Global Greenhouse Gas Emissions (Absolute) – Metric Tons/Ton

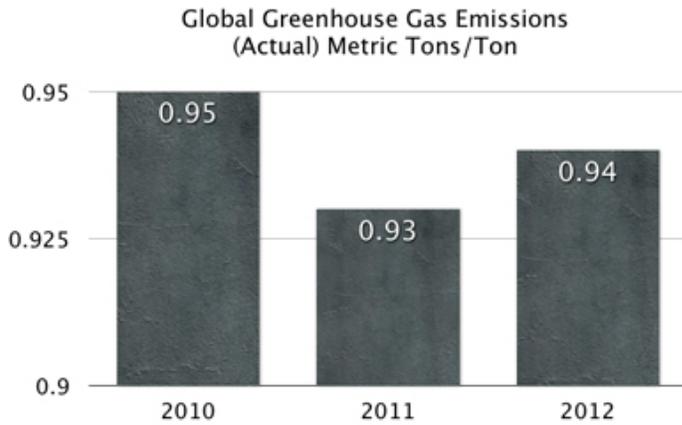


Goodyear calculates the absolute GHG emissions by adding the direct (Scope I) and indirect (Scope II) emissions. Direct emissions are from all fuels used directly in Goodyear facilities. Indirect emissions are the emissions from energy purchased from a third party and used in our facilities.

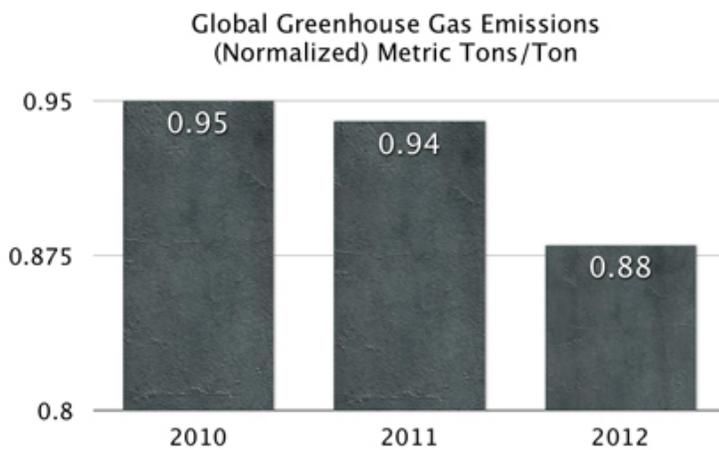
Global Greenhouse Gas Emissions
Breakdown of Direct Emissions



In 2010, Goodyear reported data on metric tons of GHG output. To eliminate variations based on changes in volume, in 2012 we are reporting GHG metrics in actual and normalized data.



The table above illustrates the effect of lower tire production on our GHG performance. Our year-over-year performance does not show a significant improvement, but the three-year reduction is evident once normalized for production volume.



In 2012, Goodyear's manufacturing efforts to reduce GHG emission rates were on track with a 7.3% decrease from 2010. This exceeds our goal of a 3% reduction and keeps us on track toward our goal of reducing emissions by 15% over 5 years.

Goodyear uses the World Business Council for Sustainable Development (WBCSD) and World Resources Institute protocol for calculating GHG emissions. Reported emissions include all Goodyear manufacturing locations, and detail direct and indirect sources. These sources include electricity and steam — generated on and offsite — and all fuels used in boilers and other combustion equipment. The reported emissions are in terms of carbon dioxide equivalents, which include CO₂, CH₄, and N₂O, the three main gases responsible for global warming. In reporting direct and indirect sources, 58% of emissions are indirect and 43% are direct.

Part of Goodyear's strategy to reduce GHG emissions is to address the entire life cycle of our products. Goodyear is working to reduce emissions from supplied materials through manufacturing, during use and final disposal of our products. We also evaluate projects for their potential reductions and cost effectiveness. Our products can also have an impact, such as our low-rolling-resistance tires, which can reduce emissions and energy consumption during use.

In the U.S., the EPA issued a mandatory reporting rule that requires manufacturers of a certain size to report their GHG emissions. Goodyear had a number of applicable facilities and successfully reported their emissions. Plans are in place for continued compliance with this rule.

Since 2008, Goodyear has participated in the EU's Emissions Trading Scheme. Plans designed to address the next phase of emission trading in 2013 were validated by a third-party review in 2012 and included an audit and validation of data. Operations in our Europe, Middle East and Africa region represent 22% of Goodyear's scope 1 (direct fuel usage) and scope 2 (purchased energy) GHG emissions.

In 2011, Goodyear's manufacturing plants in Germany signed a contract to purchase all electrical energy from clean renewable energy sources, including wind turbines, hydro generation and biomass energy.

In 2012, Goodyear reduced Scope 3 emissions from air travel from 14,504.92 metric tonnes of CO₂e in 2011 to 13,288.44 in 2012, a reduction of 8.4%. Air miles travelled reduced from 64,955,127 in 2011 to 61,822,698 miles in 2012. Miles travelled were converted into GHG CO₂ emissions in accordance with "2012 guidelines to Defra/DECC's GHG conversion factors for company reporting: Methodology paper for emission factors."

Biodiversity and resource conservation

Goodyear's new global headquarters was designed to obtain a Silver rating for LEED (Leadership in Energy and Environmental Design), a voluntary program that provides third-party verification of green buildings. Our global headquarters were constructed to satisfy prerequisites and earn points in the LEED category of New Construction & Major Renovations and will be more efficient with a lower impact on the environment. The LEED application is currently under review and we are awaiting certification.

Goodyear's newest manufacturing plant in Pulandian, China, was designed with energy-efficient features and received official LEED Gold certification in 2012. The plant was certified as a clean production plant by the Dalian EPA in December 2012. Some of the highlights of the Pulandian facility include:

- Zero solvent use: The plant does not use any solvent, instead using hot apexers and trend-end heaters during manufacturing.
- Recycling wastewater: An advanced wastewater treatment plant was built for oil/water separation, water neutralization, bioreaction and reverse osmosis. Approximately 80% of the treated water can be reused in the cooling tower and boiler house operations with a small amount of heavy gray water sent to a qualified water treatment plant for final disposal.
- Energy-saving lighting equipment: Sky lights are located throughout the plant to provide natural light. For all in-house lighting, the plant also uses Light Emitting Diode (LED) systems to use less power and reduce waste.
- Environmental education: Associates continue to be educated on ways to protect the environment, including reducing the use of paper, electricity, water, and natural resources.

Stories from our regions:

- Goodyear Colombia sponsored "Tree Day," an event that includes children in fun activities that focus on the importance of natural resource protection. As part of the event, trees were planted near the plant's soccer field.
- Associates from Goodyear Dunlop Tires Suisse SA, together with customers and journalists, planted the second Goodyear protection forest at an altitude of 1,200 meters in the Swiss Alps.
- A 7.5-acre tract of property at Goodyear's plant in Lawton, Oklahoma, is being developed as a wetlands area. Trees have been planted, the ground seeded and fertilized, and a temporary

irrigation system installed to enhance the vegetative growth. A display stand will be constructed adjoining the plant property for school groups to view the area and conduct wetlands research.

- Wingfoot Commercial Tire Systems, a Goodyear subsidiary, began a program of retrofitting sales trucks to run on compressed natural gas (CNG) instead of regular gasoline.

Our Communities

Focusing on safety, children and families, education and health services, Goodyear's long history of corporate philanthropy, outreach and sponsorship continues to reflect our corporate values. We support our local communities and address basic needs through many regional outreach programs.

Community Support:

As part of Goodyear's continuing financial support of the Oosterland Youth Centre in Despatch, South Africa, Goodyear funded the creation of a vegetable garden to feed the children and give them the experience of planting, nurturing and harvesting their own food.

- Goodyear Middle East associates came together for the Miles for Smiles campaign. Associates visited housing and work sites across the United Arab Emirates to deliver care packages to construction workers during August, the hottest month of the summer.
- Goodyear Austria was the main sponsor of the Vienna Zoo Run, an event that raised more than \$37,000 USD for two charities.
- Goodyear and associates in Akron, Ohio, donated nearly \$28,000 USD for the Akron-Canton Regional Foodbank's annual Harvest for Hunger campaign and earned recognition as a "Diamond Level Financial Donor." The donation will help to provide approximately 111,732 meals to hungry men, women and children in the surrounding communities.
- The Oosterland Youth Centre in Despatch, South Africa, was established in 1980 as a place where destitute, orphaned, abused and neglected children could be raised with love and dignity. Goodyear South Africa has been a corporate supporter since 2001. As part of our financial support in 2012, Goodyear funded the creation of a vegetable garden to feed the children and give them the experience of planting, nurturing and harvesting their own food.
- For more than a decade, Goodyear has supported the SOS Children's Village in Port Elizabeth, South Africa, a permanent home for orphaned and abandoned children. Our 2012 financial support provided educational toys for the kindergarten classes, sponsored traffic safety days, gave helmets to kids who ride bicycles, and donated scooters to older children to give them mobility and independence.
- Through a food drive and cash contributions, associates at Goodyear's plant in Danville, Virginia, donated nearly 3,800 pounds of food to God's Storehouse, a local food pantry.
- Goodyear and Tire Company Debica S.A., of which Goodyear is a majority shareholder, held joint events in Poland to benefit local communities. Sponsorship of the Debica GOODFEST Festival—a unique musical event—included provisions for physically disabled attendees, such as seating at the foot of the stage and transportation throughout the area. An interactive scientific exhibition at the Jagiellonian University in Cracow combined learning and fun for more than 3,000 children and adults.

- In conjunction with Min Stora Dag, a foundation that helps sick children realize their dreams, Goodyear Dunlop Sweden sponsored Matorp Racing Day. The event gathered 130 cars and drivers to surprise 40 children and their families. The children got to enjoy a ride in a Ferrari, Lamborghini, Porsche or rally car, among other fun activities.
- Associates from Goodyear's plant in Houston, Texas, participated in the annual Rivers, Lakes, Bays 'N Bayous Trash Bash. During the event, thousands of volunteers clean up trash along Texas waterways.
- For the past three years, Goodyear's plant in Gadsden, Alabama, has hosted a fundraising event for the American Red Cross. In recognition of the support, the nonprofit organization gave the plant the 2012 Outstanding Loyal Supporter Award.
- Demonstrating our commitment to the Los Guayos community, Goodyear Venezuela sponsored the sixth annual International Day of Persons with Disabilities, a race that promotes perseverance and healthy competition.
- As part of our commitment to the community of Yumbo, Valle, Goodyear Colombia donated approximately 900 square meters of roof tiles for improvement projects at nearby schools and homes.
- Goodyear Dunlop UK donated two 26" color televisions to the children's ward at Wishaw General Hospital in Scotland, after hosting a successful charity golf day for customers.
- Goodyear Spain provides financial support to two local charities that help improve lives. Fundación Juan XXIII focuses on improving the quality of life of those with intellectual disabilities through the promotion of social integration. El Banco de Alimentos provides food deliveries to persons facing difficulties. During the holidays, every associate in Goodyear Spain made a food donation to the effort.

Safety:

In an effort to create awareness of road, vehicle and tire safety, Goodyear Malaysia hosted six road shows aimed at students enrolled at higher learning institutions.

- Goodyear Spain collaborated with RACE, an auto club, on a road safety campaign to help protect children as they walk or take other forms of transportation to and from school. Efforts included the distribution of 2,000 high-visibility rain jackets to children and 2,000 interactive notebooks for teachers to use in classrooms.
- In an effort to create awareness of road, vehicle and tire safety, Goodyear Malaysia hosted six road shows aimed at students enrolled at higher learning institutions.
- In Luxembourg, Goodyear hosted the second annual "Young Drivers Day," an outreach program aimed at helping young drivers improve their driving skills and knowledge. In Belgium, the Goodyear Safe Driving Experience also focused on young drivers to improve their safety on the road. Goodyear United Kingdom introduced Goodyear's Driving Academy, an educational program featuring an interactive driving experience that puts teenagers behind the wheel to confront road hazards.
- Goodhero returns! After a successful first edition, Goodyear Dunlop Tires Italia has brought back Goodhero, the road safety super woman to help increase road safety awareness among the youngest drivers.

- Goodyear South Africa sponsored a traffic safety day for children at the Oosterland Youth Center. The kids had fun while learning about road and traffic safety.
- Goodyear's "Women with Drive" program continued again this year in several countries, including Australia. The workshops are available to women drivers to educate them on basic car and tire maintenance and troubleshooting.
- Goodyear's Highway Hero program continues to recognize truck drivers who embody the ideals of selflessness and courage. Created in 1983 in the United States, the program has expanded to other countries, including Germany, New Zealand, Philippines, Vietnam, South Africa and Brazil. It acknowledges the often unnoticed, life-saving rescues and roadside assistance provided by professional and private truck drivers as they encounter motorists in need. Whatever the situation may be, the recipients of this award put their lives in harm's way to rescue strangers, and they have earned the right to be called heroes.

Education:

Nine auto service technicians joined the Goodyear Venezuela team after successful completion of a training and certification program. The program offers young people in Venezuela with an educational alternative and aims to enhance the living standards of the community through work training programs, including tire mounting and alignment courses.

- Goodyear South Africa invests in the education and recruitment of talented people through the Spirit of Innovation Scholarship. The scholarship program provides students with financial assistance for school and practical experience in the workplace.
- Goodyear sponsored the 13th annual Engineering Career Day where more than 500 local students had the chance to interact with engineers from local companies and universities, enjoy hands-on activities, and participate in an engineering challenge. Grants and scholarships were awarded to local schools and their respective students.
- Nine auto service technicians joined the Goodyear Venezuela team after successful completion of a training and certification program. The program offers young people in Venezuela an educational alternative and aims to enhance the living standards of the community through work training programs, including tire mounting and alignment courses.
- Environmental team members from Goodyear's plant in Adapazari, Turkey, organized field-based training for university students who will be responsible for environmental issues in the future.
- After completing a four-year apprenticeship, six mechanical and electrical apprentices have been offered permanent roles within Goodyear Dunlop.
- Goodyear plant in Danville, Virginia, held its 21st charity golf tournament to benefit educational projects in the region. Over the past 21 years, the tournament has raised more than \$250,000.

Charitable Activities of our Blimps:

\$435,000+

Money raised for charities in 2012 by donated blimp rides in the U.S.

Since 1925, Goodyear blimps have adorned the skies as our corporate icons. Today, our fleet of aerial ambassadors in the United States consists of the Spirit of Goodyear (based in Akron, Ohio), Spirit of America (Carson, California) and Spirit of Innovation (Pompano Beach, Florida).

The blimps make frequent appearances on television, serving as a promotional tool for Goodyear as they deliver aerial HDTV coverage of entertainment, news and sporting events. In addition, the blimps devote much of their time to supporting charities and raising support for the victims of natural disasters. Through the blimps' busy schedules, public service announcements running on their signs day and night can reach hundreds of thousands of people each year.

Some of the public service announcements that ran during 2012 included support for the American Red Cross, March of Dimes, United Way, Rotary Club International, Support Our Troops, Akron Marathon, John Wayne Cancer Center, All-American Soap Box Derby, Los Angeles County Sheriff's K-9 Division, Broward Children's Center, Pompano Beach Fire Rescue, and Greenleaf Family Center. Other messages encouraged the use of seat belts while driving or riding in vehicles.

The Goodyear blimps also support local charities by donating blimp rides that the charities can auction off to raise money. Together, the three airships donated 699 rides in 2012 that raised more than \$435,000 in donations for local charities.

In the United Kingdom, the Spirit of Safety took to the skies to deliver important road safety messages. A partnership with sports-oriented television channels also provided Goodyear with the ability to reach out to a worldwide sporting audience as the blimp flew over major sporting events.

[Click here](#) for more information on Goodyear's blimps.

The United States Marine Corps Reserve and Goodyear conducted joint maneuvers to benefit the Toys for Tots Program, which collects and distributes new, unwrapped toys to underprivileged children during the holiday season. The blimp bases in Suffield, Ohio, and Carson, California, were decorated for the holidays and opened to the public for drive-through visits. With Santa Claus waving from the gondola of each blimp, the tour was free to all with a request for the donation of a new toy. Marines were there to greet visitors and collect the toys. The event was a huge success at both locations, gathering more than 16,000 toys and \$11,000 in cash donations.

United Way:

\$2.4 million+

Amount of money donated by Goodyear and our U.S. associates in 2012 to local United Way agencies.

Goodyear facilities around the United States continued their strong support for the United Way. With continued high unemployment in 2012, the charitable organization remained a critical resource for many families. Financial donations enable the United Way to provide basic emergency needs for food and shelter, as well as long-term commitments to strengthen communities through education, training and health programs. Along with our Akron-based associates, Goodyear donated more than \$1.4 million to the United Way of Summit County, Ohio, in 2012, continuing our longstanding role as the region's top corporate donor. In addition, Goodyear associates were recognized with the Highest Per Employee Corporate Giving Award.

Goodyear facilities and their associates around the U.S. contributed to local United Way agencies, including a donation of \$717,563 in Lawton, Oklahoma, \$265,080 in Gadsden, Alabama, and more than \$170,000 in Danville, Virginia.

More than 30 associates from Goodyear's plant in Lawton, Oklahoma, participated in their local United Way Day of Action and volunteered more than 200 hours to benefit their community.

In Akron, Ohio, more than 130 Goodyear associates and family members participating in the two-day Day of Action at Camp Y-Noah. Approximately 2,000 campers visit Camp Y-Noah each summer, and Goodyear's participation in the Day of Action jumpstarts the camp's busy season with new coats of paint, fresh flower beds, improved cabins and more.