



Bayern Munich names Goodyear a platinum partner

Munich / Hanau, Germany, 25 November 2015 – Goodyear, the international manufacturer of premium high performance tires, and FC Bayern Munich, the most successful team in Germany's Bundesliga, will enter into a platinum sponsoring partnership starting January 1, 2016. The multi-year agreement, includes perimeter advertising at all Bundesliga home games and a range of other advertising rights.

Jürgen Titz, Goodyear's Managing Director responsible for Germany, Austria and Switzerland, said: "Bayern Munich is an ideal partner for further raising the profile of our premium brand, and going forward, this partnership will play a key role in Goodyear's brand strategy with integrated marketing and sales communications tailored to our consumers and customers."

Football stars including Philipp Lahm, Franck Ribéry, Thomas Müller and Manuel Neuer can experience the outstanding quality of Goodyear's products for themselves – in two ways. Several players' private cars – and the team's bus – have already been equipped with Goodyear's tires.

Goodyear entered into the partnership with its global market in mind. As Darren Wells, President of The Goodyear Tire & Rubber Company's Europe, Middle East, and Africa business unit, said, "Bayern Munich and Goodyear both have a strong international focus. The games are broadcast across the world, and the team has more than 400 million fans on all continents. Both of us have highly positive reputations that transcend borders. Wells said, "Both brands share a long and successful heritage, a passion for winning, and a commitment to innovation."

Karl-Heinz Rummenigge, Executive Board Chairman of the football club said, “We are very pleased to team up Goodyear, a leading international company. Goodyear is a premium tire manufacturer committed to the highest quality, and we are very pleased that they are joining the Bayern Munich family.”

Pictures (today as of 8 pm) as well as footage material (highlights today as of 9 pm, further as of 10 am on November 26, 2015) are available for download free of charge under: <http://download.eviscomedia.com/fcb/goodyear>

About Goodyear

Goodyear is one of the world's largest tire companies. It employs about 66,000 people and manufactures its products in 49 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.eu