**Goodyear’s EfficientGrip Performance test winner in the Nordics**

**New tire reveals strengths in both European tire label and on several magazine tests**

**Stockholm – 2nd of Apri, 2013 – Goodyear announces today that it has been awarded several top spots in recent magazine tests of its new summer tire EfficientGrip Performance. The new tire already sports some of the highest European tire label grades on the market obtaining an A for wet grip and B for rolling resistance[[1]](#footnote-1). The tire is in the process of being launched across Europe, the Middle East and Africa.**

In the Nordics, Goodyear EfficientGrip Performance has scored three great magazine test wins so far. The major Swedish tabloid AftonbladetBil appointed EfficientGrip Performance the “best in test” with following review “Goodyear has managed to combine low rolling resistance with short braking distances on wet asphalt, a very difficult task that competitors have failed so far”. EfficientGrip Performance was also test winner in the magazines Motor, Norway, and Tekniikan Maalima, Finland, as well[[2]](#footnote-2).

On top of this, several leading German magazines have tested the tire, giving it strong scores. The results of these tests are a success for Goodyear as tires are often tested using different approaches and conditions, yet the EfficientGrip Performance showed it could persevere.

Both leading German car magazines Auto Zeitung[[3]](#footnote-3) and ADAC Motowelt[[4]](#footnote-4) firmly placed Goodyear’s EfficientGrip Performance in second place, recognizing the tire’s all round capabilities. ADAC Motowelt gave the tire a rating of „Good“, its highest recognition and Auto Zeitung[[5]](#footnote-5) „Recommended“ the new product, again a top rating.

ACE Lenkrad/GTU[[6]](#footnote-6) supported the views of some of the leading test results, giving Goodyear a solid third place, but with a “Very Recommendable” status.

“The test results are a recognition of our strategy to deliver some of the best engineered tires onto the market”, comments Hugues Despres, Brand Director for Goodyear EMEA. “Our strategy to win in labeling and deliver a solid set of products that not only meet the European tire label demands, but also the 15 test criteria of magazines and the over 50 quality criteria internally is a really testament to our engineering and technological capabilities. It is these capabilities that will carry our success forward into 2014 and beyond”.

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About Goodyear  
Goodyear is one of the world’s largest tyre companies. It employs approximately 69,000 people and manufactures it‘s products in 52 facilities in 22 countries around the world. Its two Innovation Centres 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. Established in 1898, Goodyear’s innovations have set automotive standards for more than 100 years. For more information: <http://www.goodyear.eu>

1. Grades are representative of currently available tire sizes on the market, from March 1st, 2013 reflecting that BA grades are on 63% of releases sizes. [↑](#footnote-ref-1)
2. Size 205/55R16 V: Aftonbladet Bil #3/2013 SWEDEN, TEHNIKAMAAILM #4/2013 ESTONIA, motor #2/2013 NORWAY, TEKNIIKAN MAAILMA #5/2013 FINLAND. For more information please visit www.goodyear.com [↑](#footnote-ref-2)
3. 215/65R16 93V, Auto Zeitung Issue 6, Febr. 27, 2013, Auto Zeitung Recommendation [↑](#footnote-ref-3)
4. 185/60R15 84H, ADAC Motorwelt Issue 3, Febr. 21, 2013, good [↑](#footnote-ref-4)
5. 215/65R16 93V, Auto Zeitung Issue 6, Febr. 27, 2013, Auto Zeitung Recommendation [↑](#footnote-ref-5)
6. 195/65R15 91V, ACE Lenkrad, Issue 2, Febr. 15, 2013, very recommendable [↑](#footnote-ref-6)