

MOBILITY CATEGORY:

At Goodyear, we're continually developing new technology and looking for innovative ways to improve our tires. The manufacturing process typically follows five key steps:

1. **Blend:** up to 30 different kinds of rubber, fillers and other ingredients are mixed in giant blenders to create a black, gummy compound that will be sent on for milling.
2. **Mill:** the cooled rubber is cut into strips that will form the basic structure of the tire itself. At this stage, some of the tire parts prepared are then coated in another type of rubber.
3. **Build:** the tire is built from the inside out using a tire-building machine. The result is a 'green tire' – a tire that is beginning to look finished.
4. **Cure:** the green tire is then vulcanized with hot molds in a curing machine, compressing all of the parts of the tire together and giving the tire its final shape, including its tread pattern and manufacturer's sidewall markings.
5. **Inspect:** trained inspectors using special machinery will now carefully check each tire for the slightest blemish or imperfection before it can be shipped for sale.

An essential part of Goodyear's business strategy is our commitment to sustainable processes, materials and programs that can help and provide support for people, communities and the environment. This commitment is not an addendum to strategy, but a critical element, connected to everything we do.

In 2019, we launched **Goodyear Better Future** to enhance the existing governance of our high-priority sustainability topics. The framework helps integrate corporate responsibility into all levels of our organization, promotes communication and awareness and drives alignment with our corporate strategy and stakeholder priorities.



SCOPE:

The scope of this category is very wide on purpose, as we don't want to limit creativity and ideas. Design for the circular economy in the mobility category should be around one or more of the following pillars:

1. *Sustainable sourcing*
2. *Advanced mobility*
3. *Responsible operations*

1. Sustainable sourcing

Given the potential social and environmental impacts of a global supply chain, we proactively seek to understand our supply chain risks and address them to support a healthy ecosystem. At Goodyear, sustainable sourcing is our approach to responsibly managing the materials we use for our operations and products. That includes our efforts to source sustainable natural rubber, increase our sustainable material usage, pursue raw material traceability, remove materials of concern and proactively manage supply chain ESG risks.

To improve Goodyear's sustainable material use, our Technology teams work to incorporate new innovations and use and/or investigate alternative raw materials that are more sustainable, such as innovative new rubber and soybean oil.



Example of Goodyear goal: Increase soybean oil consumption by 25% by 2020 and fully replace petroleum-derived oils by 2040.

We invite you to think further on what new sustainable materials that deliver the same or enhanced product quality and performance for our tires, contributing to a circular economy.

2. Advanced mobility

Advanced forms of mobility – such as fleets, autonomous, connected and electric vehicles – are transforming the tire industry and have the potential to make driving safer and more sustainable. Goodyear is positioned for success through our commitments to advanced energy efficiency, safety, tire longevity, comfort and convenience, as well as several innovative pilot projects. Goodyear's innovative spirit and drive for excellence puts us at the epicenter of the mobility revolution.

Tire longevity

Tire longevity reduces the number of tires that reach their end of life in a given year. This is especially important to Goodyear's fleet customers, who save significant time and labor by replacing fewer tires, as well as electric vehicle customers, who benefit from longer-lasting tires to handle increased torque from electric engines.



Connected and intelligent tires

As companies and stakeholders continue to address the potential of autonomous vehicle capabilities, Goodyear will be ready with connected and intelligent tires that can respond with optimum stopping distance and high performance to enhance rider safety as well as increasing tire longevity and reducing energy consumption through proactive maintenance. We are collaborating with our OEM customers, as well as universities, research institutions, start-ups and governments to complement Goodyear's expertise and advance our technologies.

Example of Goodyear goal: For our global consumer tire portfolio, reduce rolling resistance by 40% and tire weight by 9% by 2025 from a 2005 baseline.

We invite you to think further on how new forms of mobility Goodyear could develop contributing to a circular economy.

3. Responsible operations

Goodyear's has a deep-rooted commitment to operational excellence, and that includes practices in support of responsible business growth.

Operational Impact

We continuously work to reduce our operational impact. We believe we have the ability to further reduce energy consumption, emissions, water and waste within our operations, not only to meet and exceed environmental regulations, but also to help improve the environment, our reputation as a good corporate citizen and our bottom line.



End-of-Life Tires (ELT)

An estimated one billion tires reach the end of their useful lives every year around the world. We are committed to advancing the successful recovery, reuse and recycling of end-of-life tires. Environmental benefits include waste reduction, material recovery, decreased energy consumption and costs, and emissions reduction.

Example of Goodyear goal: Reduce CO2 emissions and energy consumption by 25 % by 2023, and reduce water consumption by 33% by 2020.

We invite you to think further on what new operations we can incorporate to our overall production process, contributing to a circular economy.