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## Press Information

### Goodyear introduces Eagle F1 Asymmetric 2 – successor to multiple test-winning summer tire.

*Innovative ActiveBraking Technology delivers up to 3 meters shorter stopping distance.<sup>1\*</sup>*

Geneva, Switzerland, March 1st, 2011 – Goodyear is proud to introduce the Eagle F1 Asymmetric 2 with revolutionary ActiveBraking Technology, which answers the most pressing needs of consumers of Ultra High Performance (UHP) tires: greatly improved stopping distances when they need it most.



The Eagle F1 Asymmetric 2 is the latest in Goodyear's Ultra High Performance summer tire line-up. It is a tire that is designed to exceed the high expectations set by the outstanding success of its predecessor, the Goodyear Eagle F1 Asymmetric. This tire received the highest recommendation in various independent tests by experts and magazines across Europe immediately after its launch, including top scores in:

- Finnish Tuulilasi magazine, tire test winner
- UK magazine Evo, tire test winner
- UK Autocar magazine, tire test winner
- German Powercar magazine, tire test 'Very Recommendable'
- German Auto Zeitung magazine, tire test 'Very Recommendable'

The ActiveBraking Technology in the new Eagle F1 Asymmetric 2 increases road contact during braking, thereby delivering significantly shorter braking distances on both dry and wet roads – proof of Goodyear's continued commitment and efforts to improving road safety.

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<sup>1</sup> Compared to the average performance of three leading competitors. Braking distance on wet road from 80km/h to 20km/h, braking distance on dry road from 100km/h to 0km/h, measured by TÜV SÜD Automotive in December 2010; Tire Size: 255/40R19; Test Car: Audi A7; Location: Mireval (FR) & Garching (GE); Report nr: 76244706-1.

### **TÜV endorsed: shorter braking on wet and dry roads.**

The Eagle F1 Asymmetric 2 was extensively tested by independent testing organization TÜV SÜD Automotive at test tracks in France and Germany in December 2010. The tire performed exceptionally well, delivering a three meter shorter braking distance on wet roads compared to the average performance of three leading competitors it was tested against. When the Eagle F1 Asymmetric 2 had come to a full stop, the competitors tested were still travelling at an average speed of 22km/h.<sup>2</sup>

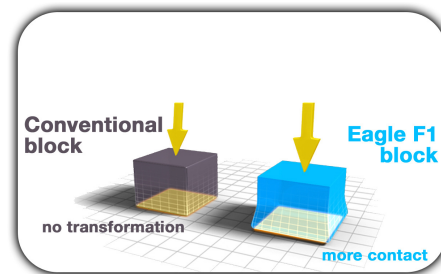
The tire also performed well in dry braking and handling tests, stopping 2 meters shorter than the average performance of the three leading competitors. On dry roads, the competitors tested were still travelling at an average speed of 24km/h while the Goodyear Eagle F1 had already come to a stop.<sup>2</sup>

The TÜV SÜD Automotive test also confirmed that the Eagle F1 Asymmetric 2 delivers top-class rolling resistance in its category, with a 7% better rolling resistance<sup>2</sup>.

### **Better prepared for the unexpected – with ActiveBraking Technology.**

Building on the success of its predecessor, the new Eagle F1 Asymmetric 2 with ActiveBraking Technology, crossed plies carcass structure and 'high surface' silica tread compound sets new standards in dry and wet performance, handling and braking in the ultra-high performance tire segment.

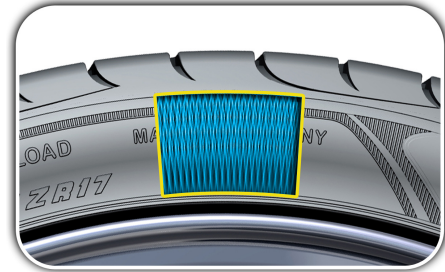
ActiveBraking Technology in the new Eagle F1 Asymmetric 2 increases the road contact patch of the tire during braking. While conventional tire blocks show little or no transformation during braking, the blocks in the Eagle F1 Asymmetric 2 due to their specially designed shape, develop more surface under braking load and therefore increase the tire-to-surface contact area. The larger contact patch offers increased grip, which in turn leads to shorter stopping distances.



<sup>2</sup> Compared to the average performance of 3 leading competitors. Braking distance on wet road from 80km/h to 20km/h, braking distance on dry road from 100km/h to 0km/h, measured by TÜV SÜD Automotive in December 2010; Tire Size: 255/40R19; Test Car: Audi A7; Location: Mireval (FR) & Garching (GE); Report nr: 76244706-1.

**Improved dry performance: handling and steering precision with exceptional braking capacities.**

The new Eagle F1 Asymmetric 2 features a crossed plies carcass structure, which contributes to increased torsion stiffness for improved steering precision, handling and braking on dry road surfaces.



The new tread compound, containing very high levels of a new Silica grade delivers superior grip levels leading to further gains in dry handling and dry braking performances.

The lower tire weight also contributes to better dry handling, as the vehicle's unsprung mass is reduced, enabling the tire to follow the surface contours more closely.

**Short braking on wet.**

On top of the ActiveBraking Technology, the new tread compound, using a unique blend of high molecular weight polymers, a very high silica content and race traction resin bring increased levels of adhesion on wet road surfaces.



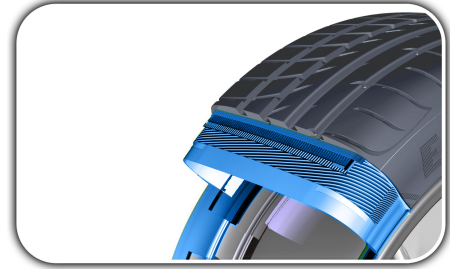
*“It is impossible to be prepared for every eventuality on the road,” states Hugues Despres, Goodyear Consumer Brand Director, Europe Middle East and Africa, “but with the new Eagle F1 Asymmetric 2, when it comes to braking – where even a split second and a few centimeters can make all the difference, the consumer can feel better prepared for the unexpected. With the Eagle F1 Asymmetric 2, we offer an independently endorsed tire with excellent braking distances on dry and wet surfaces.”*

**Reduced fuel consumption and CO2 emissions.**

The new Eagle F1 Asymmetric 2 also features Goodyear's renowned FuelSaving Technology, which ensures reduced fuel consumption and CO2 emissions.

Three areas have been subject to Goodyear engineers' attention:

- A minimized tire weight with less rubber and an optimized tire construction for reduced heat generation and rolling resistance;
- A new 'high surface' silica grade that contributes to reduced heat generation;
- An aerodynamic sidewall design, which delivers significantly lower aerodynamic drag further minimizing energy loss, especially at higher speeds.



### **Lower noise emission levels**

The Eagle F1 Asymmetric 2 offers a smooth and quiet ride. The tire's optimized block design and optimized 4 Pitches Sequence with 64 blocks on the outside and 72 blocks on the inside help reduce noise output levels.

### **Better mileage**

The tire's computer optimized cavity shape and tread stiffness result in uniform pressure and stiffness distribution across the footprint, resulting in improved mileage levels.

### **Wide range of sizes available**

The Goodyear Eagle F1 Asymmetric 2 is available in 29 popular sizes:

235/50R18 XL 101 Y	245/40R18 XL 97 Y
	255/40R18 95 Y
	255/40R19 XL 100 Y
215/45R17 87 Y	245/35R18 XL 92 Y
215/45R17 XL 91 Y	255/35R18 XL 94 Y
225/45R17 91 Y	265/35R18 XL 97 Y
225/45R17 XL 94 Y	225/35R19 XL 88 Y
235/45R17 94 Y	235/35R19 XL 91 Y
235/45R17 XL 97 Y	245/35R19 XL 93 Y
235/45R18 XL 98 Y	255/35R19 XL 96 Y
255/45R18 XL 103 Y	285/35R18 97 Y
245/40R17 91 Y	
245/40R17 XL 95 Y	255/30R19 XL 91 Y
225/40R18 88 Y	265/30R19 XL 93 Y
225/40R18 XL 92 Y	275/30R19 XL 96 Y
235/40R18 XL 95 Y	
245/40R18 93 Y	

In 2012, additional 21 sizes will be added to the size line-up.