

MEDIA RELEASE
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GOODYEAR ASSURANCE ARMORGRIP TYRE TOPS 2010 'CHOICE' CAR TYRES REVIEW

The Goodyear Assurance ArmorGrip tyre has taken the chequered flag in the 2010 CHOICE Car Tyres Review and Compare. Scoring an overall score of 82%, the Assurance tyre beat 13 competitors to claim equal first place.

The CHOICE review studied 15 comparable tyre brands and products, testing and ranking them across four performance categories: Dry Cornering, Wet Cornering, Dry Braking and Wet Braking. CHOICE's unbiased and independent testing was held at the Morgan Park Raceway in Warwick, Queensland, on a Ford Focus LX.

Goodyear's Assurance ArmorGrip tyre, a passenger tyre for small, medium and family cars, topped two of the four categories, performing exceptionally well in both the Wet Cornering and Wet Braking tests.

Goodyear Consumer Product Manager, Blake Vincent, said, "The result is an excellent reflection of the tyre's superb handling capabilities across all conditions, particularly in the wet where it was as much as twice as good as some of the competitors in the review.

"It's a great all-round tyre, ideal for Australia's diverse environment and weather conditions.

"We're very proud to have come out on top in these comparisons; it reinforces what we already know to be true about this tyre's exceptional performance."

The fact that the Assurance ArmorGrip tyre ranked so highly in each test is a further reflection of Goodyear's commitment to innovative tyre technologies.

"Innovations in the Assurance such as ArmorGrip technology, which utilises a layer of DuPont™ Kevlar® for outstanding durability, and waffle blade technology for maximised traction, handling and grip, allow for superior cornering and handling in wet and dry conditions.

"The Assurance ArmorGrip is also constructed using a silica compound which helps to reduce rolling resistance, and therefore can improve fuel economy," Mr Vincent said.

The CHOICE Car Tyres Review and Compare analysed 15 different 195/65R15 size tyres, a product currently used on a number of popular small cars such as the Ford Focus (test car), Honda Civic, Kia Cerato, Mazda 3, Toyota Corolla and Volkswagen Golf.

CHOICE's overall score is made up of Dry Cornering (30%), Wet Cornering (30%), Dry Braking (20%) and Wet Braking (20%).

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About Goodyear

Goodyear is one of the world's largest tyre companies. It employs approximately 69,000 people and manufactures its products in more than 57 facilities in 23 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. For more information on Goodyear, please visit www.goodyear.com.au

2010 CHOICE Car Tyres Review and Compare results

PRODUCT	DRY CORNING (%)	WET CORNING (%)	DRY BRAKING (%)	WET BRAKING (%)	OVERALL SCORE (%)
Goodyear Assurance	80	80	90	80	82
BF Goodrich Sport TA	95	65	95	75	82
Kumho Solus KH15	80	75	85	70	78
GT Radial Champiro 228	75	75	86	75	77
Bridgestone Turanza AR10	75	65	90	80	76
Maxxis MA-P1	75	55	85	65	69
Michelin Energy XM1 plus	70	60	80	70	69
Marshall Matrac MH11	80	45	85	65	68
Yokohama A.drive	80	40	85	65	66
Dunlop SP Sport 300E	70	45	85	65	65
Pirelli P7	75	45	80	65	65
Firestone Firehawk TZ100	70	40	85	65	63
Federal Formoza FD1	65	40	85	65	62
Hankook Enfren	65	45	80	65	62
Toyo TEO Plus	65	45	80	60	61