



# GOODYEAR SOYBEAN OIL TECHNOLOGY

Performance and Sustainability Driving Demand  
for Biobased Products

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# Soybean Oil Technology



Collaboration



Benefit



Products



Opportunity



A Goodyear team of scientists and engineers have developed new polymer and compound technologies using soybean oil, which is naturally derived, cost-effective and renewable

**Soybean oil technology has proven to be a differentiator for Goodyear**

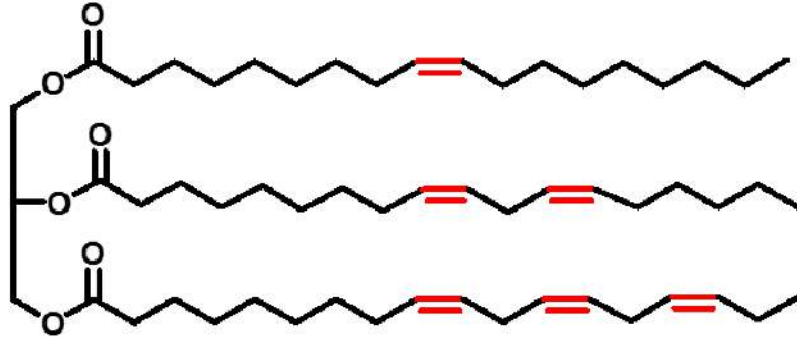
# Collaboration



Farmers invest to find new applications  
Approximately 600,000 members  
Opportunities for networking and collaboration

The United Soybean Board promotes Goodyear's products and provides new opportunities to market our technology to potential customers

The United Soybean Board has made significant contributions to our development work



- Domestic, abundant and renewable
- Improved compatibility with tire polymers
- Can improve fuel and/or manufacturing efficiency
- Very low glass transition temperature ( $T_g$ )

Soybean oil allows a compound to remain flexible across a broad temperature range, improving traction in all conditions

**Soybean oil can be leveraged to provide various performance benefits**

# Products



## Assurance WeatherReady

*Goodyear's best all-weather traction tire*



## Eagle Enforcer All Weather

*Police tire with premium all-weather traction*



## Eagle Exhilarate

*Ultra-high performance all-season tire*



In 2018, Goodyear received the "Environmental Achievement of the Year" award from Tire Technology International for its soybean oil technology

**Soybean oil improves performance in multiple products requiring all-weather traction**

# Opportunity



GOODYEAR.   
**BETTERFUTURE**



BETTERFUTURE  
**SUSTAINABLE  
SOURCING**

**GOALS:** Increase soybean oil consumption by 25% by 2020 and fully replace petroleum-derived oils by 2040

Positively impacts Goodyear's brand image  
Transportation Energy Partners; Clean Cities Fleets  
USDA BioPreferred Labeling  
OEM interest in performance/sustainability combo  
NYPD, NY/NJ Port Authority & NYC non-pursuit fleets

The use of soybean oil has provided performance advantages and is consistent with Goodyear's sustainability messaging

**As cities and fleets focus on sustainability, soybean oil delivers**