

GOODYEAR



BETTERFUTURE

**2018 CORPORATE
RESPONSIBILITY REPORT**

**STRATEGIC
FOCUS AREAS:**

SUSTAINABLE SOURCING



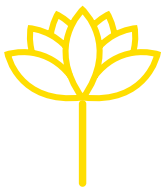
DEVELOPING NEW MATERIALS



Soybean oil tread compound



Rice husk ash silica

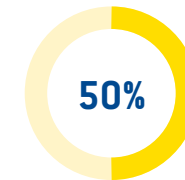


Dandelion rubber



Biolsoprene™ monomer for synthetic rubber

ENFORCING A ROBUST SUPPLIER CODE OF CONDUCT



GOAL: Achieve 50% raw material spend traceability by 2025

FOUNDING MEMBER OF THE TIRE INDUSTRY PROJECT



RESPONSIBLE OPERATIONS



REDUCING ENVIRONMENTAL IMPACTS



EMISSIONS

***GOAL:** Achieved 17% greenhouse gas reduction; working toward a total of 25% by 2023



ENERGY

***GOAL:** Reduce energy consumption by 25%; Reduce energy intensity by 25% by 2023



WATER

GOAL: Achieved 19% water reduction; working to reduce water usage by a total of 33% by 2020



WASTE

Established zero waste to landfill expectation in 2006

IMPROVING SAFETY



GOAL: Achieve total incident rate of less than 1 by 2023

*Compared to 2010 baseline.

IMPROVING PRODUCT PERFORMANCE



FUEL EFFICIENCY

GOAL: Reduce tire weight by 9% between 2005-2025; Reduce rolling resistance by 40% between 2005-2025



SAFETY

Continuously tests for potential performance improvements in wet, dry and winter conditions



TIRE LONGEVITY

In 2018, Goodyear launched the Assurance MaxLife in the U.S., its highest tread wear limited warranty consumer tire

MAKING IT EASIER TO BUY AND MAINTAIN TIRES



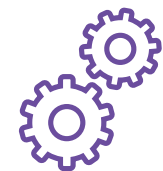
Innovative new concepts for buying tires



Connected and intelligent tires



Maximizing commercial fleet ROI



New mobility architecture

INSPIRING CULTURE



IMPROVING THE WORKPLACE AND COMMUNITY



LEARNING AND DEVELOPMENT

More than 31,500 learning courses



DIVERSITY & INCLUSION

Six employee resource groups
Recruiters are 100% AIRS Diversity and Inclusion Certified



HEALTH & WELLNESS

GoodLife wellness program

GOAL: Tobacco free company by 2025



COMMUNITY ENGAGEMENT

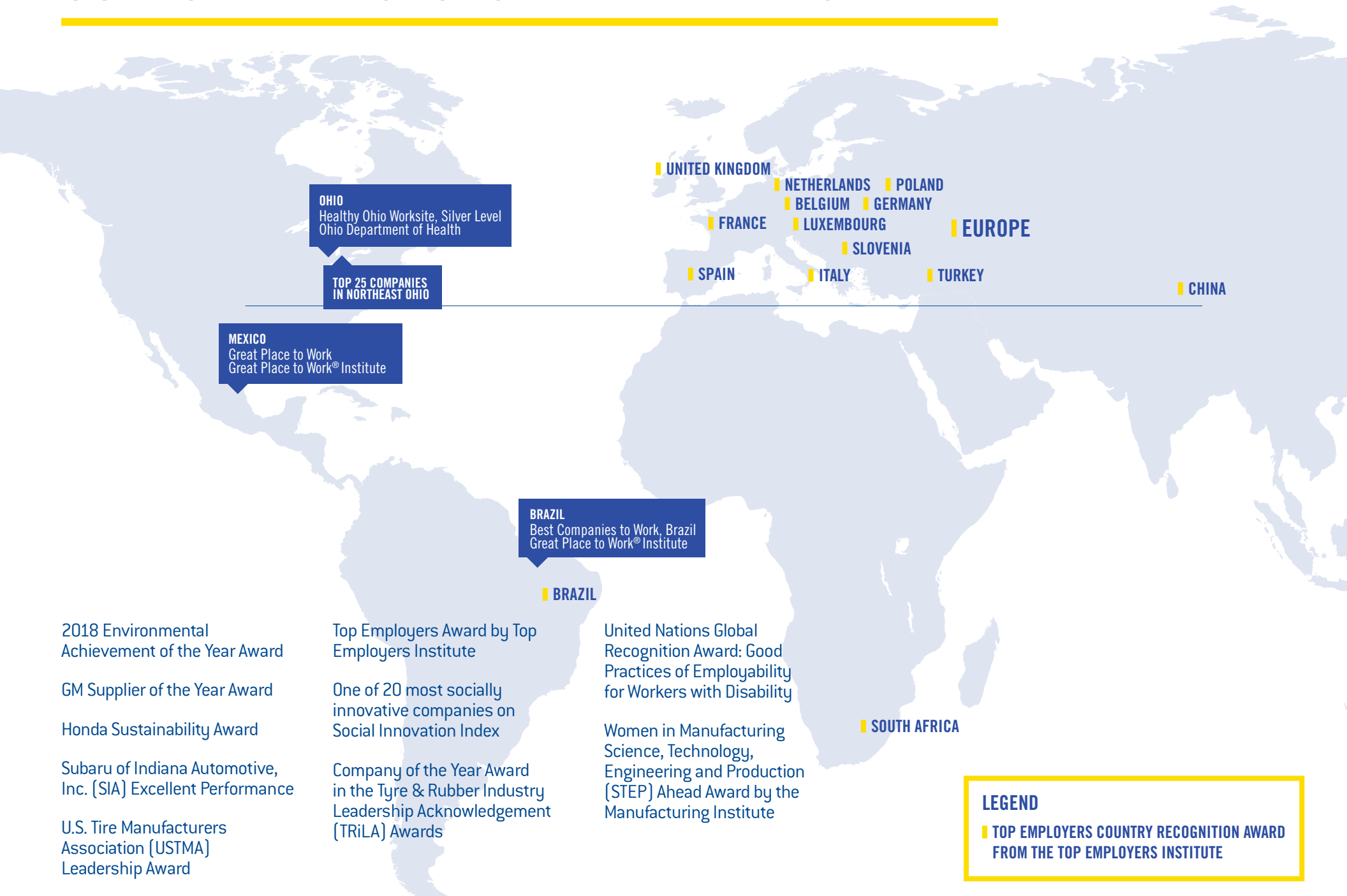
Global Week of Volunteering – 22 Goodyear locations participated, 400+ associates contributed 9,000 volunteer hours to 55+ organizations

BUILDING GOODYEAR TALENT



100% execution of succession plans

CORPORATE RESPONSIBILITY AWARDS



2018 Environmental Achievement of the Year Award

GM Supplier of the Year Award

Honda Sustainability Award

Subaru of Indiana Automotive, Inc. (SIA) Excellent Performance

U.S. Tire Manufacturers Association (USTMA) Leadership Award

Top Employers Award by Top Employers Institute

One of 20 most socially innovative companies on Social Innovation Index

Company of the Year Award in the Tyre & Rubber Industry Leadership Acknowledgement (TRiLA) Awards

United Nations Global Recognition Award: Good Practices of Employability for Workers with Disability

Women in Manufacturing Science, Technology, Engineering and Production (STEP) Ahead Award by the Manufacturing Institute

LEGEND

■ TOP EMPLOYERS COUNTRY RECOGNITION AWARD FROM THE TOP EMPLOYERS INSTITUTE