

TIRE BUYING MADE EASY

SIMPLY ANSWER THESE QUESTIONS TO FIND THE RIGHT TIRE FOR YOU

YOUR VEHICLE

Make: _____ Model: _____
(Lexus, Honda etc.) (RX330, Civic etc.)

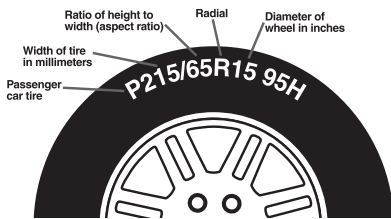
Year: _____ Options: _____
(LS/EX/SE? 4 or 6 cylinders? 2 or 4 doors?)

Passenger Car SUV Truck Minivan Sport Performance

Knowing this information is important when selecting the appropriate tires for your vehicle. Different types of vehicles require different types of tires. Tire manufacturers make a variety of tires to address all kinds of driving needs. The back of this page highlights some of the various options available from Goodyear.

YOUR CURRENT TIRES

- Check out the tire's sidewall for your tire size
- Sidewall refers to the outside wall of the tire and the markings on it.
- The basic tire size format looks like this: P ### / ## R ##
- You may see an LT – Light Truck, instead of a P – Passenger, depending on what type of vehicle you drive.



Tire size: _____

Having this information when you speak to a tire retailer will help you get the tire that is right for your car.

WHAT YOU LIKE ABOUT YOUR CURRENT TIRES

- Handles well on uneven/bumpy terrain
 Smooth ride Handles well on curves and turns
 Grips the road well in bad weather Very quiet

WHAT YOU DISLIKE ABOUT YOUR CURRENT TIRES

- Ride is too bumpy Doesn't take turns well Tread wore out fast
 Slips too much in snow and rain Too much noise inside the car

Now is the perfect time to not only address things you don't like about your tires, but to recognize what features you appreciate. This will help you find tires you'll be satisfied with.

DRIVING CONDITIONS

- | TYPICAL | OCCASIONAL | |
|-----------------------|-----------------------|------------------------------|
| <input type="radio"/> | <input type="radio"/> | Dry roads |
| <input type="radio"/> | <input type="radio"/> | Light rain |
| <input type="radio"/> | <input type="radio"/> | Light snowfall |
| <input type="radio"/> | <input type="radio"/> | Frequent, deep or heavy snow |
| <input type="radio"/> | <input type="radio"/> | Icy roads |
| <input type="radio"/> | <input type="radio"/> | Frequent or heavy rain |
| <input type="radio"/> | <input type="radio"/> | Rough terrain |

Considering your local weather in terms of both "typical" and "the worst" conditions will guide you to the best tire for your needs. As an example, if you get a big snow storm 2 or 3 times a year, you probably don't need snow tires, but you should have a tire that can weather the occasional winter storm.



GOODYEAR

HOW YOU KNOW THAT YOU NEED NEW TIRES

Checking your tread depth frequently is important—ideally every 3000 miles. You can do this simply with a penny. Insert the penny into the tread groove, upside down, Lincoln facing you. If you are able to see all of Lincoln's head, you need new tires.

Checking tread depth provides the opportunity to plan ahead and budget for inevitable tire replacement. Remember to check if your current tire is under warranty before making a purchase. This step could help save you money.

WHERE TO SHOP

There are many places to buy tires: dedicated tire retailers, car dealerships, online, even mass merchandisers.

A great place to start your search is www.thetirebuyingguide.com. You can learn more about tires, and locate the retailer closest to your home or office. Take the time to comparison shop. It is important to remember to ask what is included in the tire price such as: balancing, valve stem replacement and installation. This will help you get the most value from your purchase.

TIRE MAINTENANCE: TAKING CARE OF YOUR INVESTMENT

- Goodyear recommends rotating your tires every 6,000-8,000 miles. This helps equalize tread wear.
- It's also important to check tire pressure once a month; more often during the winter, because as the temperature drops, so does the pressure in your tires. According to the EPA,* properly inflated tires are safer and more fuel efficient.
- You can check tire inflation with a tire pressure gauge. The information with the correct tire pressure for your car is located on a sticker in the driver's side doorjamb or in the glove box.

Visit your local Goodyear store and get your tire pressure checked for free. Proper tire maintenance is the key to maximizing the life of your tires.

*Source: <http://www.fueleconomy.gov/feg/maintain.shtml>

FIND THE GOODYEAR TIRE THAT'S RIGHT FOR YOU

ASSURANCE



If you drive a car or minivan, take a closer look at the award-winning line of **Goodyear Assurance** tires. Drivers looking for peace of mind in any weather condition will find it in the **Assurance featuring TripleTred Technology**. **Awarded Consumers Digest "Best Buy" in February 2006**, this tire features three unique tread zones for enhanced traction on rain-soaked, snow-covered or dry roads.

If a smooth, comfortable, quiet ride is at the top of your list, the **Assurance featuring ComforTred Technology** may be the tire for you. This tire features a super-absorbent layer of insulation that provides, on average, 20%** more cushioning from harsh road conditions.

EAGLE



No matter what type of performance or sports car you drive, **Goodyear** has a tire for you. Goodyear's newest high-performance touring tire, **Eagle featuring ResponsEdge Technology**, has a **Carbon Fiber** reinforced outer sidewall for enhanced stability and control. Plus, an **InsuLayer™** made with **DuPont™ KEVLAR®** helps to lessen road noise and vibration. For the ultra high performance enthusiast, Goodyear offers the technology-packed **Eagle F1 GS-D3**. First place winner in the **Car and Driver High-Performance Tire Test**, in December 2005, this max performance tire offers superb traction and handling on both wet and dry surfaces.

FORTERA



Looking for versatile performance and peace of mind from your SUV? Check out the line of **Goodyear Fortera** tires. Setting a new standard for all-weather traction, the **Fortera featuring TripleTred Technology** tire offers confidence on rain-soaked, snow-covered and dry roads. **Fortera featuring SilentArmor Technology** tires are for SUV drivers who want a strong, tough tire with quiet, comfortable performance. **Awarded Consumers Digest "Best Buy" in February 2006**, this tire features a layer made with **DuPont™ KEVLAR®** which provides rugged toughness while a super-absorbent layer helps provide more cushion for a smooth ride.

WRANGLER



On or off the road, **Goodyear Wrangler** tires are the brand of choice among truck owners. Drivers looking for a rugged tire with a smooth, quiet ride should look at the **Wrangler featuring SilentArmor Technology**. This tire features a layer made with **DuPont™ KEVLAR®** which helps provide strength for rugged toughness. The **KEVLAR®** also helps absorb road noise for a smooth, quiet ride. Plus, **Wrangler featuring SilentArmor Technology** is **Mountain Snowflake Certified** for severe snow conditions!

Visit Your Goodyear Retailer Today! For the location of the Goodyear Retailer near you, visit www.goodyear tires.com.



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**Source: Comparison of industry data S-, T-, and H-speed rated passenger tires vs. Goodyear Assurance featuring ComforTred Technology.