



**GOODYEAR**

**PROACTIVE SOLUTIONS**

# Smart tires for smart freight transport

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THIS IS GOODYEAR

# BY THE NUMBERS – Goodyear's leadership across the globe

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# Goodyear: a strong footprint in Europe



Headquarters for Europe, Middle-East and Africa  
**in Brussels**

Research and Development for Europe, Middle-East and Africa  
**in Luxembourg**

**Goodyear  
Innovation Center  
Luxembourg**

+ 1000 employees  
+ 40 nationalities  
15 factories in Europe



# Introduction



New technologies will reshape freight transport  
and **we believe this is an opportunity**



# Benefits and drivers for road freight industry

## Reduced costs

- 20 to 25% fuel cost reduction\*
- Optimization of payload using longer vehicles

## Increased safety

- Increased safety thanks to improvement of all monitoring and safety systems
- Improved incidents prediction

## Benefits to the environment

- Contributing to EU Low Emissions Mobility Strategy
- Meeting regional and urban air quality objectives

## Higher customer satisfaction and drivers' loyalty

- On-time deliveries
- Safer / 'greener' operations
- Improved reputation
- Driver's role reinforced
- Safer and healthier working environment

# Our immediate response



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# Goodyear Proactive Solutions is the combination of



# 1 example

to illustrate the benefits for fleet operators and road users



# Example 1: TPMS Solution

## How does it work?



*Data retrieval*



*Data transfer every 15 minutes  
via mobile network*



*Goodyear server*



*Data analysis*



*Alert and user-friendly  
reporting*



*Preventive service  
execution*

# Example 1: TPMS Solution

## How does it work?

### Increased road safety

75% less  
breakdowns in  
average\*

### Reduced fuel consumption

476 litres fuel  
saved per truck  
per year\*

### Reduced costs

Tires, maintenance,  
fuel, breakdowns...

### Improved efficiency

Improved on-time  
delivery rate

\*Thanks to Goodyear Proactive Solutions predictive alerts and reporting tool. More details available on [proactive.goodyear.com](https://proactive.goodyear.com)

\*\*Thanks to constant correct tire pressure. More details available on [proactive.goodyear.com](https://proactive.goodyear.com)

# From customers' needs to solutions

## Proactive Tire



### Tire Pressure Monitoring System (TPMS)

This constantly takes active readings of tire pressures and temperatures in order to reduce breakdowns and optimize uptime and cost of operations

### Drive-over-Reader

This automatically collects tire tread depths and pressures whenever a vehicle accesses or exits a depot to better manage tires and related maintenance

## Proactive Fleet



### Driver behavior

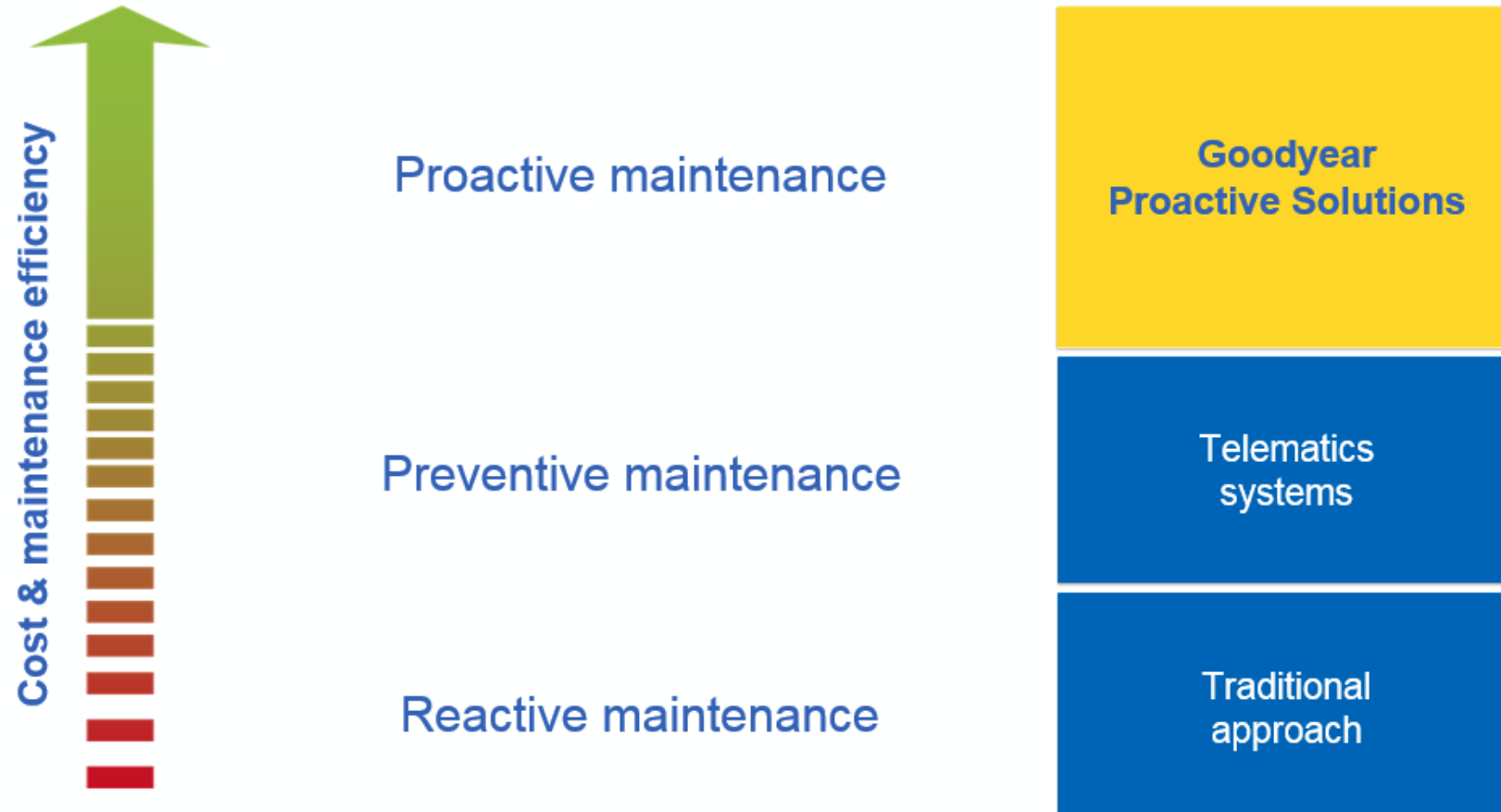
Transmits data on the driver's performance enabling fleets to take active control on driving style in order to improve fuel economy and increase tire life through driver training programs

### Track and Trace

Uses GPS to provide fleets with real time asset location and movement information to improve efficiency and customer services as well as locate stolen vehicles



# From reactive maintenance to proactive maintenance



A blue semi-truck is shown from a low-angle, rear-quarter perspective, driving on a two-lane asphalt road. The road has a white center line and is flanked by green hills. The sky is a deep blue with some light clouds, suggesting dusk or dawn. The truck's wheels and the road surface show motion blur, indicating it is moving quickly.

**Our response in a mid to long term future**

# Lots of changes are on the way...

## ... but trucks, tires and service will always be needed.

- Freight transport will always need trucks
- Trucks will always need tires
- Tires will always need service
- **Tires will become connected**





# Mid and long term future of concept tires by Goodyear

## Goodyear IntelliGrip Urban



## Goodyear Eagle 360 Urban Powered by Artificial Intelligence



SENSE

DECIDE

TRANSFER

INTERACT

A blue semi-truck is shown from a side-rear perspective, driving on a two-lane asphalt road that stretches into the distance. The road has a white center line. The background features rolling green hills under a twilight sky with soft orange and blue hues. The image has a motion blur effect, suggesting the truck is moving quickly.

**Our solutions support the transport chain**




# Our solutions support the Lean & Green initiative



- Leaner transport chain thanks to predictive maintenance.
- Better utilization of vehicles thanks to more efficient route planning.
- Fuel savings thanks to tire maintenance and driver efficiency improvement resulting in CO2 emission reduction.
- Increased safety thanks to fewer road side incidents and improved driver behavior.



# Our solutions cooperate efficiently with intermodal transport

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- Our solutions avoid interruption in the intermodal transport chain thanks to on-time deliveries.
  - Our solutions generate data that can be shared and used by the various components of the intermodal chain to improve its efficiency.
  - Drive-Over-Reader Solution can provide load information, very sensitive element when using sea or air transport in the chain.





**PROACTIVE SOLUTIONS**

**Thank you.**