

MARKET LEADER†



#1 PASSENGER REPLACEMENT AND ORIGINAL EQUIPMENT CONSUMER TIRES‡

#1 RIDE COMFORT††

#1 WET HANDLING†††

#1 WET BRAKING††††

ASSURANCE COMFORTDRIVE®

ALL THE INGREDIENTS OF A SMOOTH RIDE

■ CARESS EVERY CURVE

Drive comfortably and confidently with ultra-refined handling thanks to ComfortFlex Technology®, designed for smoother transitions and impact absorption.

■ RELISH THE RAIN

Navigate the conditions with optimized AquaChannel® Grooves that are symmetrically balanced to help maximize water evacuation and reduce hydroplaning for superior wet performance.

■ SOFTEN THE SOUNDS

Tune out the road and enjoy a more pleasant ride with an innovative noise-reducing tread pattern that helps to eliminate sounds from the street.

■ TRUST YOUR TRACTION

Experience lasting control and responsiveness with Evolving Traction® Grooves and TredLock® Technology, combined with an exclusive soybean oil compound to help maintain traction in wet and cold conditions. Plus, track your tread with an easy-to-read Wear Gauge® built into the tire.

GOODYEAR
MORE DRIVEN.

† Source: Modern Tire Dealer (2022 Facts Issue Jan. 2022), 2021 US Replacement Tires (see page 44); 2021 OE Consumer Tires (see page 48).

‡ Source: Based on an average rating derived from equally weighted internal ride comfort and objective noise tests versus Michelin Premier A/S in tire size 225/50R17 94V SL, Bridgestone Turanza QuietTrack in tire size 225/50R17 94V SL, Continental PureContact LS in tire size 225/50R17 94V SL using the Goodyear Assurance ComfortDrive in tire size 225/50R17 94V SL on a 2019 BMW 430i Gran Coupe, and Michelin Premier LTX in size 245/60R18 105V SL using the Goodyear Assurance ComfortDrive in tire size 245/60R18 105V on a 2015 Ford Explorer. Actual on-road results may vary.

†† Source: Based on internal wet handling tests versus Michelin Premier A/S in tire size 225/50R17 94V SL, Bridgestone Turanza QuietTrack in tire size 225/50R17 94V SL, Continental PureContact LS in tire size 225/50R17 94V SL using the Goodyear Assurance ComfortDrive in tire size 225/50R17 94V SL on a 2019 BMW 430i Gran Coupe, and Michelin Premier LTX in size 245/60R18 105V SL using the Goodyear Assurance ComfortDrive in tire size 245/60R18 105V on a 2015 Ford Explorer. Actual on-road results may vary.

††† Source: Based on internal wet braking tests versus Michelin Premier A/S in tire size 225/50R17 94V SL, Bridgestone Turanza QuietTrack in tire size 225/50R17 94V SL using the Goodyear Assurance ComfortDrive in tire size 225/50R17 94V SL on a 2019 BMW 430i Gran Coupe, and Michelin Premier LTX in size 245/60R18 105V SL using the Goodyear Assurance ComfortDrive in tire size 245/60R18 105V on a 2015 Ford Explorer. Actual on-road results may vary.

