

Forward-Looking Statements



Certain information contained in this presentation constitutes forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. There are a variety of factors, many of which are beyond our control, that affect our operations, performance, business strategy and results and could cause our actual results and experience to differ materially from the assumptions, expectations and objectives expressed in any forward-looking statements. These factors include, but are not limited to: the impact on us of the COVID-19 pandemic; our ability to implement successfully our strategic initiatives; actions and initiatives taken by both current and potential competitors; increases in the prices paid for raw materials and energy; a labor strike, work stoppage or other similar event; foreign currency translation and transaction risks; deteriorating economic conditions or an inability to access capital markets; work stoppages, financial difficulties or supply disruptions at our suppliers or customers; the adequacy of our capital expenditures; our failure to comply with a material covenant in our debt obligations; potential adverse consequences of litigation involving the company; as well as the effects of more general factors such as changes in general market, economic or political conditions or in legislation, regulation or public policy. Additional factors are discussed in our filings with the Securities and Exchange Commission, including our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. In addition, any forward-looking statements represent our estimates only as of today and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

DELIVER SUSTAINABLE REVENUE AND PROFIT GROWTH WHILE INCREASING THE VALUE OF OUR BRAND

HOW WE'LL WIN

INNOVATION EXCELLENCE

Develop great products and services that anticipate and respond to the needs of consumers

STRATEGY ROADMAP

SALES & MARKETING EXCELLENCE

Build the value of our brand, help our customers win in their markets, and become consumers' preferred choice



OPERATIONAL EXCELLENCE

Relentlessly improve our quality and efficiency to deliver the right tire, to the right place, at the right time for the right cost

Winning at the intersection is the key to success

HOW WE'LL WORK

ACT WITH INTEGRITY	Build trust and earn the confidence of others through honesty and respect — Protect Our Good Name
ENERGIZE THE TEAM	Create an environment where associates are inspired by work, wellness and serving their communities
PROMOTE COLLABORATION	Connect associates globally and encourage open discussion to meet objectives
BE AGILE	Embrace change and act with speed and purpose
DELIVER RESULTS	Anticipate challenges, seize opportunities and make courageous decisions

Engage and enable associates to realize their full potential

WHERE WE'LL FOCUS

CONSUMER EXPERIENCE

Make Goodyear easy to buy, own, and recommend

CUSTOMER SERVICE

Collaborate with customers to be a great supplier

QUALITY

Deliver industry best products, processes, and programs

HIGH-VALUE SEGMENTS

Compete where we capture the full value of our brand

MASTERING COMPLEXITY

Manage the necessary; eliminate the unneeded

Responding to the Needs During COVID-19



GOODSYFAR

CTSC & Raben Tire offering 'Zero Contact' service to Fleets

Free DOT inspections to U.S. Fleets

GY Auto Service and Just Tires offering 'Zero Contact' service to consumers





Global associates working remotely and maintaining continuity of business

Communities 0 porting

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Discounted and free tire services to essential workers

Donations of PPE and financial support to local health systems





GY Luxembourg utilized
3-D printers to produce
face shield parts





Supporting essential workers on and off the road

Mitigating the Impact of COVID-19



Operational

- Temporarily suspended production at the majority of our manufacturing facilities
- Altered operating hours at our retail stores & warehouses
- Flexed payroll costs through a combination of furloughs & salary deferrals / reductions
- Reduced discretionary spending, including marketing and advertising expenditures
- Lowered capital spending plans

Financial

- Refinanced \$2.0 billion U.S. revolving credit facility, extending maturity to 2025
- Temporarily suspended our quarterly dividend
- Leveraging payroll tax deferral option afforded under the CARES Act

Taking decisive actions to improve our liquidity and financial flexibility

China Business Conditions





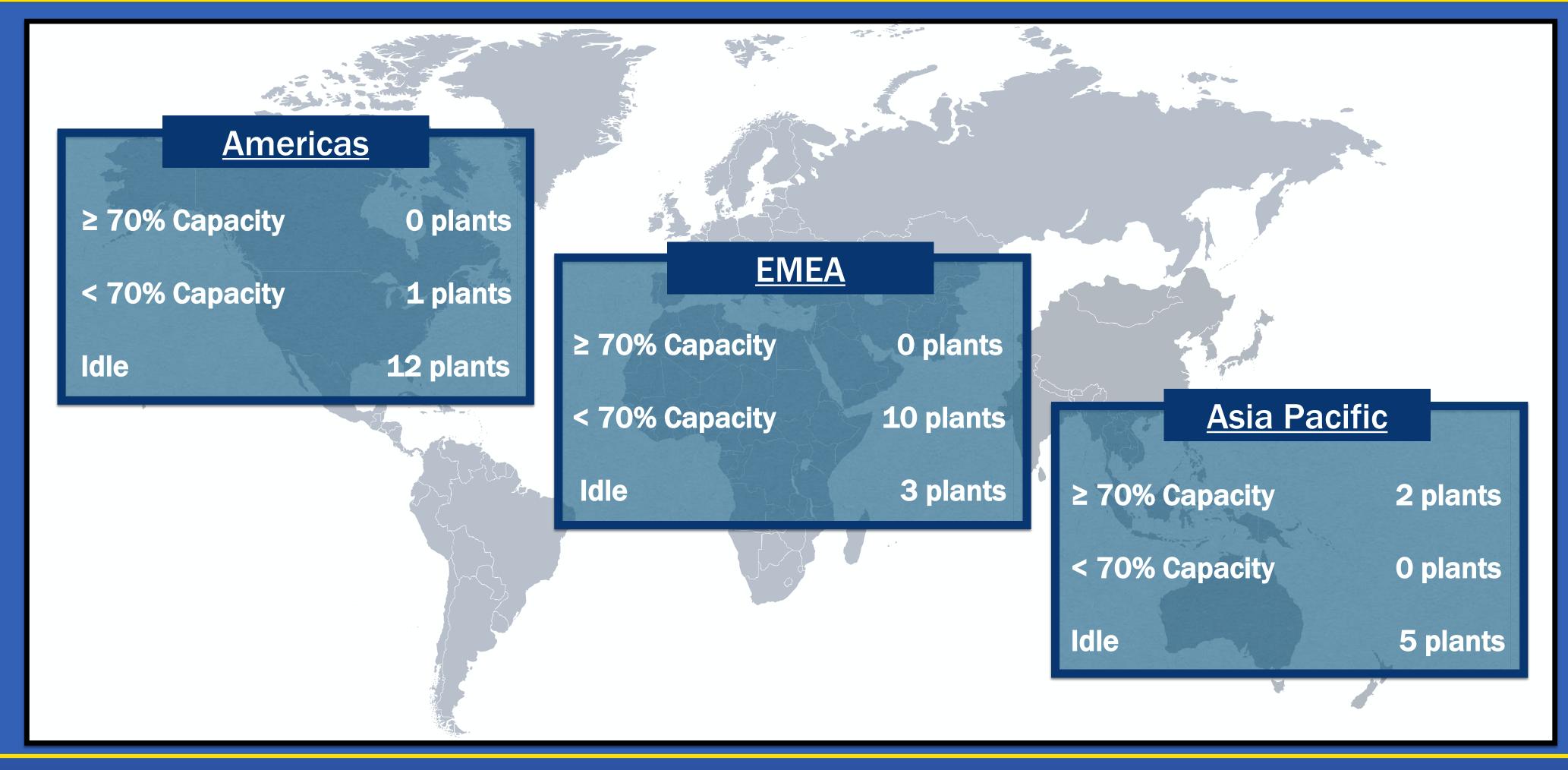
Improving Environment

- Goodyear-Pulandian is operating with 100% of its workforce and able to meet customer demand
- Major OEMs have resumed production
- All key distributors are up and running
- >95% of retail channel reopened
- OE nomination process returning to pre-COVID-19 levels

Volume recovery is underway

Tire Production: Status Update as of April 30th





Majority of manufacturing facilities currently idle, but nearly all expected to be operating by end of May

Financial Review

Financial Review Summary



Q2 Cost Reductions

- Salaried payroll (\$65 million)
- Marketing and other SAG (\$75 million)

Cash & Liquidity Actions (2020 Impact)

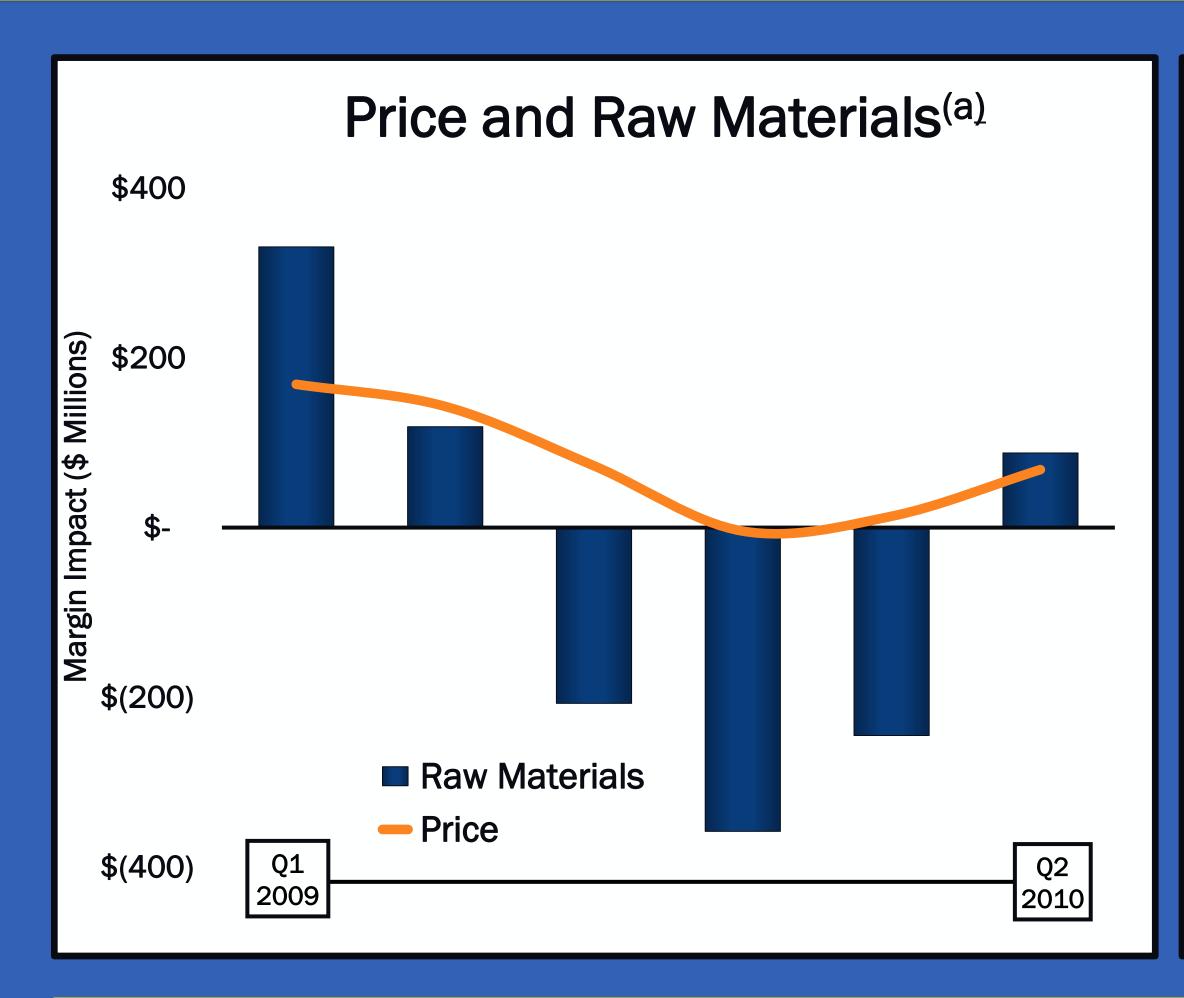
- Capex (\$100 million)
- Dividend suspension (\$110 million)
- Tax deferrals (\$60 million U.S., International TBD)
- Expanded U.S. ABL "borrowing base" (~\$350 million)

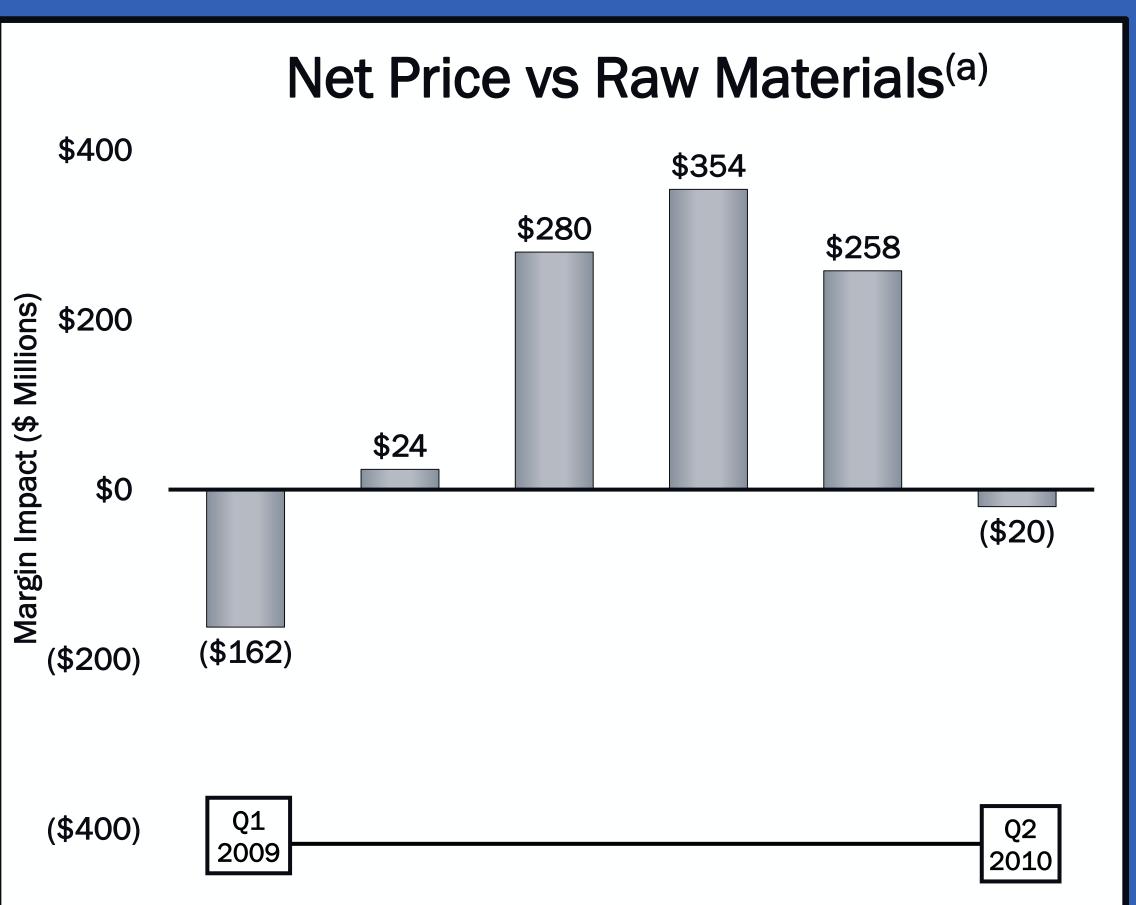
Structural Cost Savings (versus 2019 baseline)

- German restructuring remains on track (2022 savings of \$60-70 million)
- Tentative agreement to close Gadsden, AL (2021 savings of \$130 million)

Price vs Raw Materials During the Great Recession GOODSYEAR.







Pricing relative to raws resilient in economic downturn

First Quarter 2020 Income Statement



Terms: US\$ millions	Three Mont	hs End	ded	
(except EPS)	arch 31, 2020	Ma	arch 31, 2019	Change
Units	31.3		38.0	(18)%
Net Sales	\$ 3,056	\$	3,598	(15)%
Gross Margin	16.5%		20.0%	(3.5) pts
SAG	\$ 581	\$	547	6%
Segment Operating Income (Loss) ^(a)	\$ (47)	\$	190	(125)%
Segment Operating Margin ^(a)	-1.5%		5.3%	(6.8) pts
Goodyear Net Income (Loss)	\$ (619)	\$	(61)	
Goodyear Net Income (Loss) Per Share				
Weighted Average Shares Outstanding	234		232	
Basic	\$ (2.65)	\$	(0.26)	
Weighted Average Shares Outstanding - Diluted	234		232	
Diluted	\$ (2.65)	\$	(0.26)	
Cash Dividends Declared Per Common Share	\$ 0.16	\$	0.16	
Adjusted Diluted Earnings (Loss) Per Share (b)	\$ (0.60)	\$	0.19	

First Quarter 2020 Segment Operating Results





⁽a) Price/mix excludes the impact of equity interest in TireHub (\$2 million headwind year over year)

⁽b) Raw materials variance of \$13 million excludes raw material cost saving measures of \$17 million, which are included in cost savings

⁽c) Estimated impact of inflation (wages, utilities, energy, transportation and other)

⁽d) Includes the impacts of other tire-related businesses, advertising, R&D and equity interest in TireHub (\$2 million headwind year over year)

First Quarter 2020 Balance Sheet

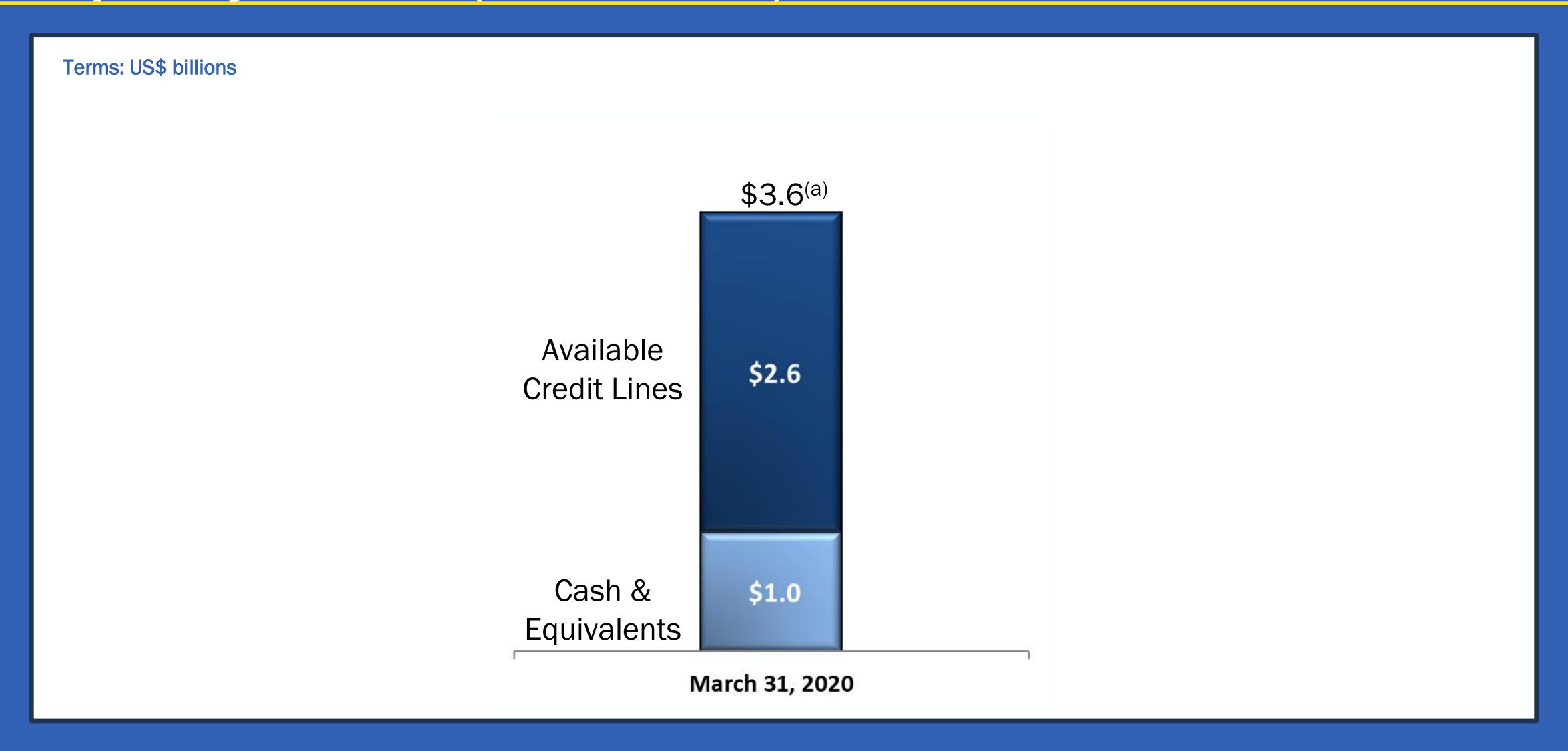


Terms: US\$ millions

	rch 31, 2020	ember 31, 2019		rch 31, 2019
Cash and cash equivalents	\$ 971	\$ 908	\$	860
Accounts receivable Inventories Accounts payable - trade	\$ 2,025 2,919 (2,645)	\$ 1,941 2,851 (2,908)	\$	2,446 2,940 (2,737)
Working capital ^(a)	\$ 2,299	\$ 1,884	<u>\$</u>	2,649
Total debt ^(b)	\$ 6,524	\$ 5,663	\$	6,506
Net debt ^(b)	\$ 5,553	\$ 4,755	\$	5,646

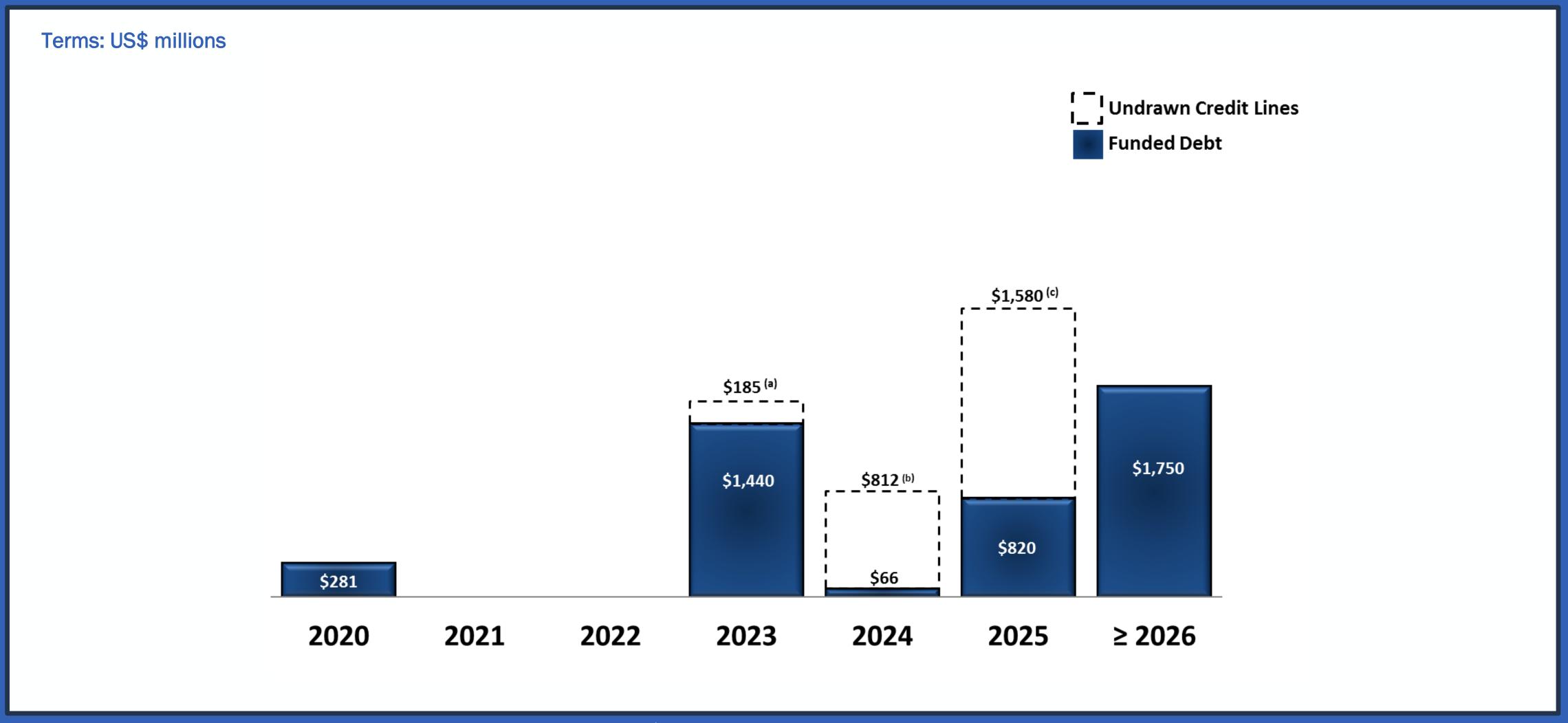
First Quarter 2020 Liquidity Profile (Pro Forma)





First Quarter 2020 Maturity Schedule (Pro Forma)





Note: Based on March 31, 2020 balance sheet values, pro forma for the refinancing of the \$2.0 billion U.S. revolving credit facility, and excludes notes payable, finance and operating leases and other domestic and foreign debt (a) At March 31, 2020, the amounts available and utilized under the Pan-European securitization program totaled \$166 million (€151 million)

⁽b) At March 31, 2020, there were \$66 million (€60 million) of borrowings and no letters of credit issued under the €800 million European revolving credit facility

⁽c) At March 31, 2020, and pro forma for refinancing, our borrowing base, and therefore our availability, under the U.S. revolving credit facility was \$152 million below the facility's stated amount of \$2.0 billion; At March 31, 2020, there were \$420 million of borrowings and \$17 million of letters of credit issued

First Quarter 2020 Free Cash Flow



s: US\$ millions	Three Mon Marc	nded	•	Twelve Months Ended
	2020	2019	Marc	ch 31, 2020
Net Income (Loss)	\$ (617)	\$ (44)	\$	(870)
Depreciation and Amortization	196	193		798
Change in Working Capital	(482)	(589)		189
Pension Expense	30	34		128
Pension Contributions and Direct Payments	(19)	(18)		(80)
Provision for Deferred Income Taxes	235	(23)		581
Rationalization Payments	(73)	(18)		(114)
Other ^(a) Includes \$182M non-call impairment charge	169	101		378
Cash Flow from Operating Activities (GAAP)	\$ (561)	\$ (364)	\$	1,010
Capital Expenditures	 (211)	(221)		(760)
Free Cash Flow (non-GAAP)	\$ (772)	\$ (585)	\$	250
Cash Flow from Investing Activities (GAAP)	\$ (257)	\$ (244)	\$	(813)
Cash Flow from Financing Activities (GAAP)	\$ 939	\$ 645	\$	(13)

First Quarter 2020 - Segment Results Americas



Terms: US\$ millions
Units in millions

	First Q	<u>uarter</u>	
	<u>2020</u>	<u>2019</u>	<u>Change</u>
Units	14.5	16.7	(13.4)%
Net Sales	\$1,673	\$1,876	(10.8)%
Operating Income (Loss)		\$89	(100.0)%
Margin		4.7%	

- Americas' operating income ahead of prior year through February
- U.S. consumer volume significantly affected by lower industry demand
- U.S. commercial replacement shipments increased 5%
- Price vs. raw material costs continue to recover
- SOI also negatively impacted by costs associated with suspending production in March (~\$30 million)

First Quarter 2020 - Segment Results Europe, Middle East & Africa



Terms: US\$ millions
Units in millions

	First Q	<u>uarter</u>	
	2020	2019	<u>Change</u>
Units	11.6	14.4	(19.6)%
Net Sales	\$995	\$1,221	(18.5)%
Operating Income (Loss)	\$(53)	\$54	(198.1)%
Margin	(5.3)%	4.4%	

- European consumer volume significantly affected by lower industry demand
- Commercial replacement volume slightly positive
- Price vs. raw material costs continue to recover
- Emerging markets volume stable vs. prior year
- SOI also negatively impacted by costs associated with suspending production in March (~\$20 million)

First Quarter 2020 - Segment Results Asia Pacific



Terms: US\$ millions
Units in millions

	First Q	uarter	
	2020	<u>2019</u>	<u>Change</u>
Units	5.2	6.9	(23.9)%
Net Sales	\$388	\$501	(22.6)%
Operating Income	\$6	\$47	(87.2)%
Margin	1.5%	9.4%	

- Strong consumer replacement performance excluding China through February
- Consumer volume significantly affected by lower industry demand in China and India
- SOI continued to be affected by unfavorable OE pricing conditions

2020 Outlook



- Limited visibility into full-year industry outlook; assume largest decline in Q2 (~50%)
- Production volume forecasted down ~25 million units in Q2 (unabsorbed overhead recognized immediately)
- COVID-19 impacting retail, chemical and aviation businesses (-\$150 million in Q2)
- Raw material prices are trending favorably, with potential benefit in 2H
- Anticipate working capital to be a use of cash in Q2 given expected lower accounts payable; source of cash for FY

2020 Outlook - Other Financial Assumptions



	Current Assumption
Raw Materials	\$50 - \$100 million benefit, excluding transactional foreign currency
Interest Expense	\$350 - \$375 million
Other (Income) Expense	Financing fees: ~\$40 million Global pension related (excluded from SOI)(a): \$75 - \$95 million
Income Tax	Cash: ~\$60 million ^(b) (~\$30 million for the remainder of the year)
Depreciation & Amortization	~\$775 million
Global Pension Cash Contributions	\$25 - \$50 million
Working Capital	Positive
Capital Expenditures	No more than ~\$700 million
Restructuring Payments	\$175 -\$200 million
Corporate Other	\$90 - \$115 million

Appendix

Strong Foundation



Industry Leader(a)

- Largest tire company in North America
- \$14.7B in revenue
- 155M units
- 47 manufacturing facilities in 21 countries
- 63K employees worldwide

Innovation(a)

- 2 world-class innovation centers
- Innovation lab in San Francisco
- 7 tire proving grounds
- 5,200 patents
- 1,400 patents pending

Portfolio of Brands









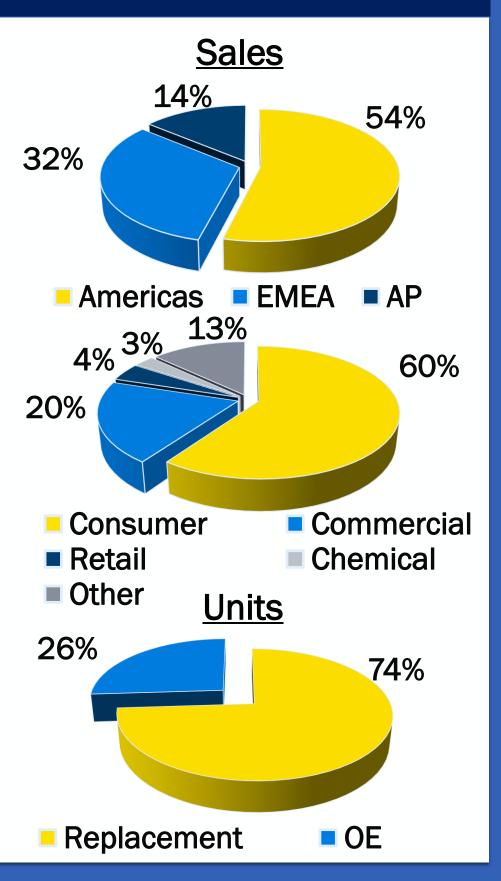




Pervasive Distribution

- Over 13,000 retail touch points(b)
- Concentrated network of valueadded third-party distribution partners
- ~200 corporateowned warehouse distribution facilities
- Leading B2C E-commerce platform

Diverse End Markets (a)



Global leader built on more than 120 years of experience

Modeling Assumptions

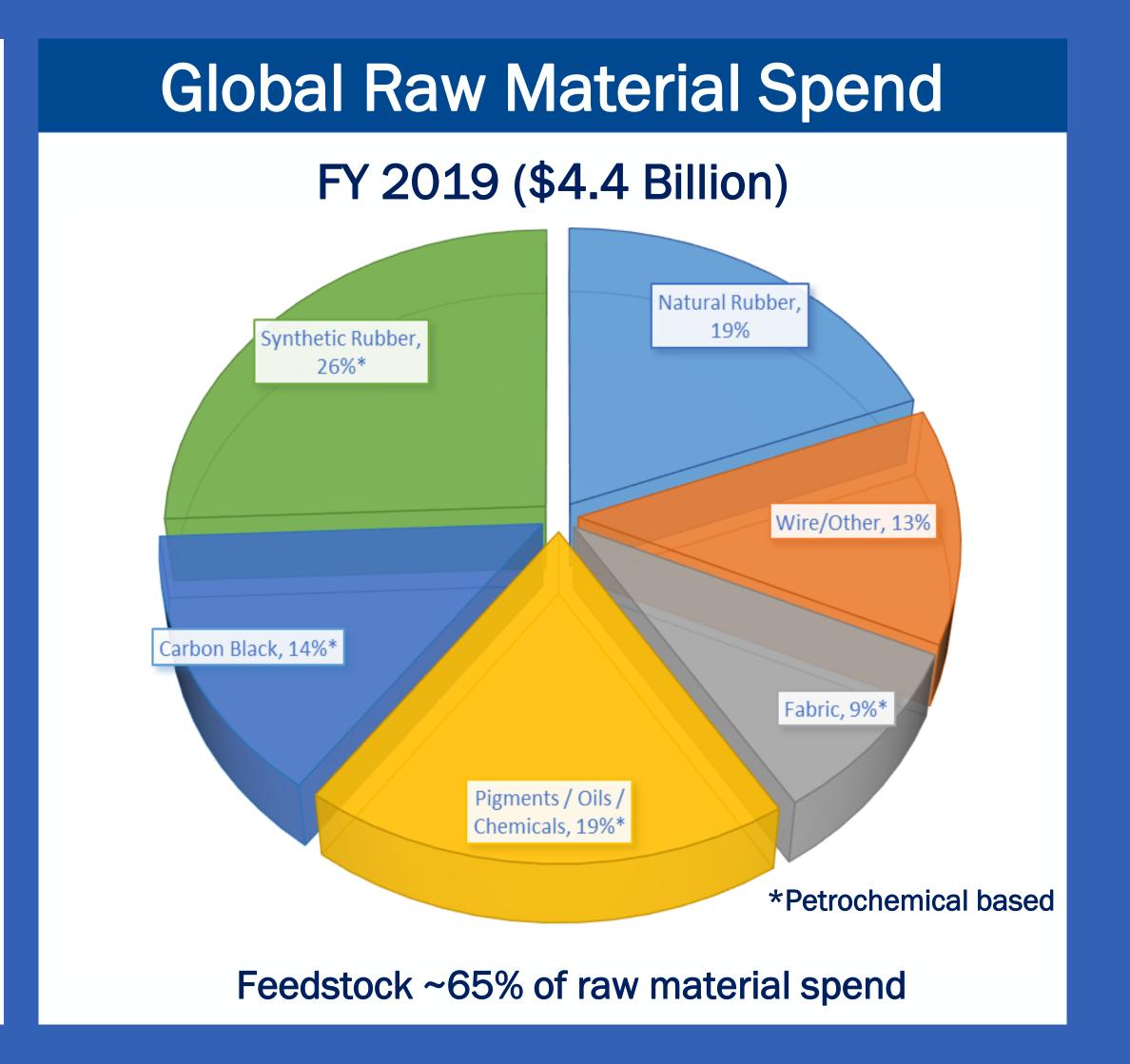


Volume Sensitivities (Impact on Goodyear's Annual Units in 000's)		Pricing (Annual Impact of Effective Pricing Yield)			Slational Foreign Currency (Annual Impact on FX portion of SOI Walk)	y
 1% Δ in U.S. Consumer OE Industry 	~102	 1% Δ in U.S. Consumer Replacement 	~\$29M	• +/- 0.01 Δ USD/BRL	(e.g. R\$3.79 to R\$3.78 is favorable by 0.01)	+/-\$0.3M
 1% Δ in U.S. Consumer Replacement Industry 	~368	 1% Δ in U.S. Commercial Replacement 	~\$10M	• +/- 0.01 Δ USD/CNY	(e.g. ¥6.75 to ¥6.74 is favorable by 0.01)	+/-\$0.2M
 1% Δ in U.S. Commercial OE Industry 	~8	 1% Δ in European Consumer Replacement 	~\$22M	• +/- 0.01 Δ USD/EUR	(e.g. €0.87 from €0.86 is favorable by 0.01)	+/-\$1.5M
 1% Δ in U.S. Commercial Replacement Industry 	~30	 1% Δ in European Commercial Replacement 	~\$7M	• +/- 0.01 Δ USD/TRY	(e.g. ₺5.42 from ₺5.41 is favorable by 0.01)	+/-\$0.1M
 1% Δ in European Consumer OE Industry 	~117		•	,	, ,	, , ,
 1% Δ in European Consumer Replacement Industry 	~358					
 1% Δ in European Commercial OE Industry 	~10					
• 1% Δ in European Commercial Replacement Industry	~30					
Approximate Profit Margin Per	Tire	Tire Raw Material Spend		Trans	actional Foreign Currenc	y
(Industry Estimate)		(Annual Impact)		(Annu	ial Impact on Raw Material portion of SOI Walk)	
• Consumer OE ≥17"	~\$15	• 1% Δ in Synthetic Rubber Prices (3 to 4 month lag)	~\$7M	• +/- 0.01 Δ USD/BRL	(e.g. R\$3.79 to R\$3.78 is favorable by a 0.01)	+/- \$0.9M
• Consumer Replacement ≥17"	~\$28	• 1% Δ in Natural Rubber Prices (4 to 6 month lag)	~\$5M	• +/- 0.01 Δ USD/CNY	(e.g. ¥6.75 to ¥6.74 is favorable by a 0.01)	+/- \$0.2M
• Consumer OE <17"	~\$5	• 1% Δ in Pigment, Chemical, & Oil Prices (3 to 4 month lag)	~\$5M	• +/- 0.01 Δ USD/EUR	(e.g. €0.87 from €0.86 is favorable by a 0.01)	+/- \$3.2M
• Consumer Replacement <17"	\$7 - \$9	• 1% Δ in Wire/Other Prices (3 to 4 month lag)	~\$4M	• +/- 0.01 ∆ USD/TRY	(e.g. ₺5.42 from ₺5.41 is favorable by a 0.01)	+/- \$0.2M
 Commercial - U.S. and Europe 	\$50 - \$60	• 1% Δ in Carbon Black (3 to 4 month lag)	~\$4M	• +/- 0.01 ∆ EUR/TRY	(e.g. ₺6.25 from ₺6.24 is favorable by a 0.01)	+/- \$0.2M
		• 1% Δ in Fabric Prices (3 to 4 month lag)	~\$3M			
Approximate OH Absorption Per	r Tire	Cost Inflation				
(1 Quarter Lag)		(Annual Impact)				
Americas Consumer	\$10 -\$15	 1% Δ in Global Inflation 	~\$55M			
Americas Commercial	\$50 - \$60	• 1% Δ in Americas Inflation	~\$26M			
EMEA Consumer	\$8 - \$1 2	• 1% Δ in EMEA Inflation	~\$24M			
EMEA Commercial	\$30 - \$35		-			

Raw Materials

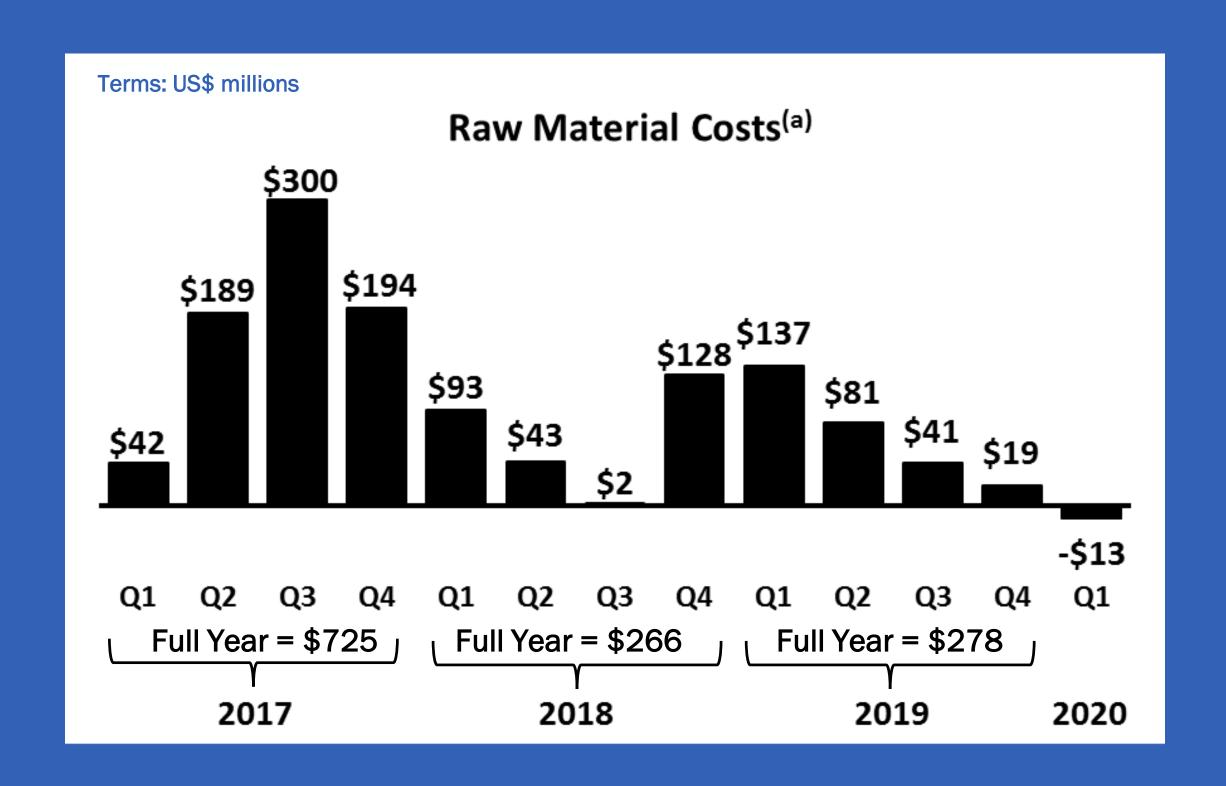


- ✓ Raw materials are ~44% of tire COGS
- ✓ ~68% of raw materials are <u>influenced</u> by oil prices
 - P&L impact lags spot rates by 1-2 quarters depending on commodity
- √ ~63% of raw materials are purchased in USD
- ✓ Customer agreements indexed to raw materials
 - OE customers
 - Certain large commercial fleets
 - OTR customers



Raw Material Overview





Outlook

- 2020 raw material costs \$50 \$100 million benefit, excluding transactional foreign currency
- Turkish Lira and Brazilian Real drivers of unfavorable transactional foreign currency

Consumer Replacement Industry Fundamentals: ≥17"



U.S. Replacement Industry 2020 vs. 2019 Growth Rate^(a)

	Q1 20
USTMA Members (≥17")	-8%
USTMA Members (<17")	-19%
Total	-12%
Non-Members	-2%
Total U.S.	-10%
Goodyear (≥17")	-20%

Europool & Turkey Replacement Industry 2020 vs. 2019 Growth Rate^(b)

	<u>Q1 20</u>
ETRMA Members (≥17")	-6%
ETRMA Members (<17")	-17%
Total	-13%
Non-Members	-7%
Total EU + Turkey	-11%
Goodyear (≥17")	-16%
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Use of Non-GAAP Financial Measures



This presentation contains historical non-GAAP financial measures, including Total Segment Operating Income (Loss) and Margin, Free Cash Flow, Adjusted Net Income (Loss) and Adjusted Diluted Earnings (Loss) Per Share (EPS), which are important financial measures for the company but are not financial measures defined by U.S. GAAP, and should not be construed as alternatives to corresponding financial measures presented in accordance with U.S. GAAP.

Total Segment Operating Income (Loss) is the sum of the individual strategic business units' (SBUs') Segment Operating Income (Loss) as determined in accordance with U.S. GAAP. Total Segment Operating Margin is Total Segment Operating Income (Loss) divided by Net Sales as determined in accordance with U.S. GAAP. Management believes that Total Segment Operating Income (Loss) and Margin are useful because they represent the aggregate value of income (loss) created by the company's SBUs and exclude items not directly related to the SBUs for performance evaluation purposes. The most directly comparable U.S. GAAP financial measures to Total Segment Operating Income (Loss) and Margin are Goodyear Net Income (Loss) and Return on Net Sales (which is calculated by dividing Goodyear Net Income (Loss) by Net Sales).

Free Cash Flow is the company's Cash Flows from Operating Activities as determined in accordance with U.S. GAAP, less capital expenditures. Management believes that Free Cash Flow is useful because it represents the cash generating capability of the company's ongoing operations, after taking into consideration capital expenditures necessary to maintain its business and pursue growth opportunities. The most directly comparable U.S. GAAP financial measure is Cash Flows from Operating Activities.

Adjusted Net Income (Loss) is Goodyear Net Income (Loss) as determined in accordance with U.S. GAAP adjusted for certain significant items. Adjusted Diluted Earnings (Loss) Per Share (EPS) is the company's Adjusted Net Income (Loss) divided by Weighted Average Shares Outstanding-Diluted as determined in accordance with U.S. GAAP. Management believes that Adjusted Net Income (Loss) and Adjusted Diluted Earnings (Loss) Per Share (EPS) are useful because they represent how management reviews the operating results of the company excluding the impacts of rationalizations, asset write-offs, accelerated depreciation, asset sales and certain other significant items.

It should be noted that other companies may calculate similarly-titled non-GAAP financial measures differently and, as a result, the measures presented herein may not be comparable to such similarly-titled measures reported by other companies.

Reconciliation for Segment Operating Income (Loss)/Margin



Terms: US\$ millions		Th	ree Mon	ths	Three Months Ended		
			Marc	h 31	,		
			2020		2019		
	Total Segment Operating Income (Loss)	\$	(47)	\$	190		
	Goodwill impairment		(182)		-		
	Rationalizations		(9)		(103)		
	Interest expense		(73)		(85)		
	Other income (expense)		(27)		(22)		
	Asset write-offs and accelerated depreciation		(4)		-		
	Retained expenses of divested operations		(2)		(3)		
	Other		(24)		(15)		
	Income (Loss) before Income Taxes	\$	(368)	\$	(38)		
	United States and Foreign Tax Expense		249		6		
	Less: Minority Shareholders Net Income		2		17		
	Goodyear Net Income (Loss)	\$	(619)	\$	(61)		
	Net Sales (as reported)		\$3,056		\$3,598		
	Return on Net Sales (as reported)		(20.3)%		(1.7)%		
	Total Segment Operating Margin		(1.5)%		5.3%		

First Quarter 2020 Significant Items



(After Tax and Minority Interest)

Terms: US\$ millions (except EPS)

	As Reported		Discrete Tax Items		Goodwill Impairment	Ass and	cionalizations, et Write-offs, d Accelerated epreciation	As Adjusted	
Net Sales	\$	3,056	\$	-	\$ -	\$	-	\$	3,056
Cost of Goods Sold		2,552					(4)		2,548
Gross Margin		504		-	-		4		508
SAG		581		-	-		-		581
Goodwill Impairment		182		-	(182)		-		-
Rationalizations		9		-	-		(9)		-
Interest Expense		73		-	-		-		73
Other (Income) Expense		27		-	-		-		27
Pre-tax Income (Loss)		(368)		-	182		13		(173)
Taxes		249		(290)	4		2		(35)
Minority Interest		2		-	-		-		2
Goodyear Net Income (Loss)	\$	(619)	\$	290	\$ 178	\$	11	\$	(140)
		-							
EPS	\$	(2.65)	\$	1.24	\$ 0.76	\$	0.05	\$	(0.60)

First Quarter 2019 Significant Items



(After Tax and Minority Interest)

Terms: US\$ millions (except EPS)

Net Sales
Cost of Goods Sold
Gross Margin
SAG
Goodwill Impairment
Rationalizations
Interest Expense
Other (Income) Expense
Pre-tax Income (Loss)
Taxes
Minority Interest
Goodyear Net Income (Loss)
EPS

Re	As ported	Asset Wand Acc	lizations, rite-offs, celerated eciation	Settler Disc	rect Tax ments and rete Tax tems	R Dis	egal Claims Related to scontinued perations	A	Asset Sales	Rec	t Insurance covery from urricanes	Ac	As djusted
\$	3,598	\$	-	\$	-	\$	-	\$	-	\$	-	\$	3,598
	2,879		_						_		_		2,879
	719		-		-		-		-		-		719
	547		_		_		_		_		-		547
	-		-		-		-		-		-		-
	103		(103)		-		-		-		-		-
	85		-		-		-		-		-		85
	22		-				(5)		5		3		25
	(38)		103		-		5		(5)		(3)		62
	6		18		(7)		1		(1)		(1)		16
	17		_		(16)						_		1
\$	(61)	\$	85	\$	23	\$	4	\$	(4)	\$	(2)	\$	45
\$	(0.26)	\$	0.36	\$	0.10	\$	0.02	\$	(0.02)	\$	(0.01)	\$	0.19

Reconciliation for Total Debt and Net Debt



Terms: US\$ millions	Terms:	US\$	mil	lions
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	rch 31, 2020	ember 31, 2019	March 31, 2019	
Long-Term Debt and Finance Leases	\$ 5,212	\$ 4,753	\$	5,545
Notes Payable and Overdrafts	691	348		495
Long-Term Debt and Finance Leases Due Within One Year	 621	 562		466
Total Debt	\$ 6,524	\$ 5,663	\$	6,506
Less: Cash and Cash Equivalents	971	908		860
Net Debt	\$ 5,553	\$ 4,755	\$	5,646

GOODFYEAR.