



BETTER 2023 FUTURE

CORPORATE RESPONSIBILITY REPORT

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About this Report

The Goodyear Tire & Rubber Company (“Goodyear” or “Company”) has a longstanding commitment to sustainability reporting, having published annual corporate responsibility reports since 1996. Goodyear works to create value for our stakeholders by identifying opportunities and risks, developing strategies to address both and collaborating with our customers and suppliers to understand their own goals and how we can work together to help achieve them.

This report covers activities and events that occurred during the 2023 calendar year, which aligns with Goodyear financial reporting and includes information for all global Goodyear operations, including subsidiaries where the Company has a controlling ownership. In June 2021, Goodyear finalized the acquisition of Cooper Tire & Rubber Company (Cooper). Data and activities from legacy Cooper facilities are included in our Goodyear reporting numbers, unless otherwise noted.

Goodyear’s 2023 Corporate Responsibility Report was published on June 27, 2024.

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A MESSAGE FROM OUR CEO AND PRESIDENT



MARK STEWART

CEO and President

Before I joined Goodyear in early 2024, the company's commitment to sustainability and delivering value for its customers and other stakeholders stood out to me as being clear and unwavering, and something I wanted to be part of. Our associates around the world agree, and they continuously demonstrate their passion for helping to create a better future.

In 2023, Goodyear celebrated our 125th anniversary, a milestone made possible by the dedication and ingenuity of Goodyear associates around the world. Looking back at our history, it's clear that our dedication to building a stronger tomorrow for all stakeholders has long been central to who we are.

At Goodyear, we define sustainability as responsibly balancing environmental, societal and financial demands without compromising the ability of future generations to meet their needs. We are committed to ethical and sustainable practices designed to protect our people and the planet, and we are dedicated to providing a safe, inclusive and healthy workplace. Sustainability is not just something we talk about; it is an integral part of our business strategy.

OUR APPROACH TO SUSTAINABILITY

With sustainability core to our business, we can identify and achieve sustainable outcomes. Our teams work cross functionally to develop strategies that address our opportunities. In 2021, we adopted a sustainability maturity model to inform, guide and advance our work. We regularly connect internally to see how we are tracking against this model—recognizing our wins, mapping out where we are against key milestones and discussing our obstacles, as well as the strategies we need to have in place to overcome them.

We use industry frameworks, the double materiality assessment process, stakeholder feedback and the United Nations Sustainable Development Goals (SDGs) to guide our strategy, outline our ambitions and opportunities, and address problems we are looking to solve.

And we also recognize that we cannot do this work alone.

Our teams meet regularly with our customers to learn about their own sustainability strategies, engaging in conversations on how we can collaborate to help drive progress to help all of us meet our goals. We look for ways we can grow and make strides along our respective sustainability journeys together. This

mindset also extends to our partners: suppliers, organizations, educational and research entities. Through open dialogue, the exchange of ideas, informational sessions and continuous learning, we can identify companies that have similar goals and ambitions and are committed to environmental and social responsibility.

A LOOK BACK AT 2023

In November 2023, we announced Goodyear Forward, our transformation plan designed to optimize our portfolio, deliver margin expansion and strengthen our financial profile to drive sustainable value creation. Goodyear Forward will make us a stronger company, positioned to grow in markets and new mobility. Even as our team executes on our Goodyear Forward plan, our work in other areas does not stop. This includes the progress we are making in sustainability.

We began 2023 by announcing we would sell a tire with up to 70 percent sustainable materials by year end, and our team delivered on that promise. Through agility, collaboration with our supply base and an embodiment of a one-team mindset, we were able to introduce the EcoReady, a tire with 70 percent sustainable-material content. The introduction of this product, currently in market in the United States, puts us one step closer toward our 2030 goal of introducing the industry's first 100 percent sustainable-material tire.

In 2023, we received validation of our near- and long-term climate targets—reducing Scope 1 and Scope 2 emissions by 46 percent and certain Scope 3 emissions by 28 percent by 2030 and reaching net-zero value chain greenhouse gas emissions by 2050—by the Science Based Targets initiative (SBTi). This validation further strengthens our sustainability commitments as our team continues to make meaningful progress in executing against our decarbonization strategy.

In March 2023, we implemented our updated Global Human Rights Policy, which illustrates our full commitment to both maintaining an inclusive workplace and value chain, as well as our commitment to the UN Guiding Principles on Business and Human Rights. Our protection and upholding of human rights are core company values and reflects how we work.

We continue to cultivate an inspiring culture. Not only did our associates give back to the communities they serve by logging more than 13,400 volunteer hours with over 120 non-profit organizations, but we also saw our Employee Resource Group (ERG) membership grow year over year by nearly 15 percent with more than 4,000 associates participating in one or more of our eight ERGs.

A MESSAGE FROM OUR CEO AND PRESIDENT



And, while it was an honor that was received in early 2024, I would be remiss if I didn't share that Goodyear was named one of the World's Most Ethical Companies by Ethisphere. An award like this indicates that we are living our values, acting with integrity and doing the right things, the right way.

There is so much to be proud of as we look back at 2023; yet, recognizing our accomplishments also means we must acknowledge that there are also opportunities to improve and grow. It is through continuous improvement that we will be able to reach our collective goals.

There is nothing more important than safety, and our safety rating is not where we want it to be. And we will only be satisfied when our serious incident (SI) rate is at zero. We need to continue to enhance our culture of safety, and we are doing this by taking the actions needed to further our goal of eliminating all serious injuries and fatalities in our workplace. We are increasing our investments in safety—implementing new approaches, mitigating risks and increasing our internal communication around this vital topic. We remain vigilant, and all our associates have a role to play and are committed to helping us reach our goal of zero.

There is more work to do as we increase our focus on circularity. It is a complex topic and one in which collaboration will be critical. We have formed a dedicated team that is working on identifying circular and end-of-life tire solutions. This is hard, but exciting work that will have a tremendous impact on the industry. I look forward to seeing the results. We will report on this topic for years to come.

We will also continue to work with our supply base to secure raw material volumes as we look toward introducing more products with higher sustainable-material content. This requires us to actively engage with our suppliers to identify new technologies that are renewable, recyclable or biobased and bring them to scale. This is another strong example of how we cannot reach our ambitious goals on our own.

LOOKING AHEAD

Learning is critical, and I ask our team every day to always be learning—generating new ideas, identifying challenges and discussing them to come up with solutions. A sustainability journey will not be smooth sailing. There will be bumps in the road and new hurdles to climb, but we are in this together. We are looking at everything from new product development to navigating an ever-evolving regulatory landscape to ensure we are continuing to provide sustainable value for our stakeholders for another 125 years and beyond.

I could not be prouder of our associates and the progress Team Goodyear is making toward our sustainability goals. We have set the bar high, but I am confident that we have the strategic mindset and passion to achieve our goals.

Mark W. Stewart

PROGRESS ON OUR CORPORATE RESPONSIBILITY AMBITIONS

by **2025**



reduce rolling resistance by 40 percent and tire weight by 9 percent for our global consumer tire portfolio from a 2005 baseline.

2023 RESULTS:

- 35.5 percent reduction in rolling resistance
- 9.9 percent reduction in tire weight

[Details on Pages 26 and 37](#)

by **2027**



reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products.

2023 RESULT:

Began strategic engagements with OEMs and autonomous vehicle companies to implement tire intelligence on customer platforms

[Details on Page 29](#)

by **2030**



win in responsible innovation by introducing the industry's first 100 percent sustainable-material and maintenance-free tire.

2023 RESULTS:

- Developed a 90 percent sustainable-material* demonstration tire, unveiled in January 2023
- Launched the EcoReady product—made with 70 percent sustainable materials—for sale to consumers in the United States in December 2023

[Details on Page 33](#)

by **2030**



reduce Scope 1 and 2 emissions by 46 percent by 2030 and certain Scope 3 emissions by 28 percent, over the same time frame.

2023 RESULTS:

- 21.9% reduction of Scope 1 and 2 emissions vs. 2019 baseline
- Scope 3 emissions to be reported on in 2024 CDP response

[Details on Page 21](#)

by **2040**



transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint.

2023 RESULT:

37 percent renewable electricity across all facilities globally

[Details on Page 23](#)

by **2040**



achieve our goal of fully replacing petroleum-derived oils in our products.

2023 RESULT:

Maintained year over year; continuing to implement strategies and investigate materials to meet this goal

[Details on Page 33](#)

by **2050**



reach net-zero value chain greenhouse gas emissions, aligned with SBTi and its Net-Zero Standard.

2023 RESULTS:

- 21.9% reduction of Scope 1 and 2 emissions vs. 2019 baseline
- Scope 3 emissions to be reported on in 2024 CDP response

[Details on Page 21](#)

EVERY YEAR



increase global associate involvement in our Global Week of Volunteering.

2023 RESULT:

A 20 percent year-over-year increase in associate participation; Global Week of Volunteering activities took place at 35 Goodyear locations, up from 31 in 2022.

[Details on Page 50](#)

ELIMINATE

all serious injuries to become known as having the safest operations in the world.**

2023 Results: Total Incident Rate (TIR) of **1.87**; Serious Injury Rate (SIR) of **0.03**



[Details on Page 41](#)

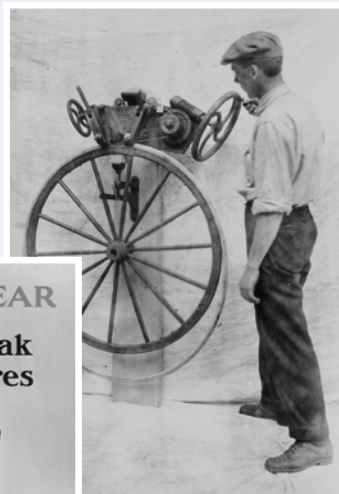
In addition to these corporate-wide ambitions, goals have been or will be established for each of our high-priority material topics. Progress towards and/or details on the development of these goals is addressed within each section of this report and in the data table summary at the end of this report, as applicable.

*Goodyear defines a sustainable material as a bio-based (defined as material of biological origin (Source: ISO 14021)); renewable; or recycled (defined as material that has been reprocessed from recovered [reclaimed] material (Source: ISO 14021)) material; or one produced using or contributing to other practices designed to promote resource conservation and/or emissions reductions, including ISCC PLUS mass-balance (defined as a certification verifying our capability to track the amount and sustainability characteristics of circular and/or bio-based material in the value chain and attribute it based on verifiable bookkeeping (Source: www.iscc-system.org/certification/chain-of-custody/mass-balance/)) material.

**In 2023, Goodyear updated this goal to better reflect our commitment to safety. Each year, as opposed to a set target date, Goodyear will work to eliminate serious injuries from our operations. For the 2023 reporting year, Goodyear saw an improvement in TIR and SIR and will continue to develop and implement programs to help us have the safest operations in the world.

ABOUT GOODYEAR

The Goodyear Tire & Rubber Company was founded in 1898 with just 13 associates producing bicycle and carriage tires. Today, we are one of the world’s largest tire companies, with an iconic brand and manufacturing operations in most regions of the world.



WHERE WE FOCUS

Our customers are at the center of everything we do. We collaborate with them to make our products easy to buy, own and recommend.

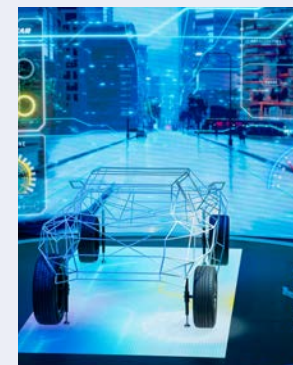


WE LIVE OUR VALUES

- Act with Integrity
- Energize Our Teams
- Promote Collaboration
- Be Agile
- Deliver Results

WHAT WE DO

- Create leading technologies, products and services that anticipate the mobility and sustainability needs of our customers and fleets
- Relentlessly improve our safety, quality and efficiency
- Work with our customers and other stakeholders to advance their goals



GOODYEAR AT A GLANCE



Headquartered in Akron, Ohio, for more than **125 years**



Manufactures our products globally in **55 facilities**



Operates in **22 countries**

For information on Goodyear’s countries of operation and our financial performance in the markets and regions we serve (Americas, EMEA and Asia Pacific), please visit [Goodyear’s most recent Annual Report](#).



Serves consumer, commercial, aviation, racing and off-road markets across **12 brands**

AWARDS AND RECOGNITION

Named CES 2024 Innovation Award Honoree

Goodyear and ZF's collaboration to improve vehicle motion control with tire intelligence was an

Honoree in the Vehicle Tech and Advanced Mobility category



Recognized by the Disability Equality Index as one of the **Best Places to Work for Disability Inclusion**

Annual Benchmarking

of corporate disability inclusion policies and programs

Received **two Tire Technology International Awards for Innovation and Excellence**

Manufacturing Innovation of the Year & Tire Concept of the Year

for our new manufacturing process in Dudelange, Luxembourg

for our 90 percent sustainable-material demonstration tire



Named by *Forbes* as one of the **Top Companies for Women**

3 years

in a row



Recognized by *Forbes* as a **top workplace** on its 2023 World's Best Employers list

#240 #355

in 2023 in 2022



Selected as one of the **Top 25 Socially Innovative Companies** in the United States

5 years

in a row



Named by Ethisphere as one of the **2024 World's Most Ethical Companies**

1 of 8

honorees in the automotive industry

Named by the American Opportunity Index as a **Top 100 Employer Honoree**

#1

in the Auto Manufacturers & Parts category



MEMBERSHIPS



We demonstrate our commitment to sustainable development by collaborating with a variety of organizations including:

WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT (WBCSD)

WBCSD offers members the opportunity to participate in several programs and projects, including sector-specific projects like the Tire Industry Project (TIP). Goodyear has been a member of WBCSD for over 15 years as part of TIP.

TIRE INDUSTRY PROJECT (TIP)

Goodyear is a founding member of and leader in the WBCSD's Tire Industry Project (TIP), formed in 2005 as a global, voluntary, CEO-led initiative undertaken by leading tire companies. Together, TIP member companies, representing approximately 65 percent of the world's tire manufacturing capacity, work to anticipate, identify, analyze and address the potential human health and environmental impacts associated with tire development, use and management throughout the tire's lifecycle.

GLOBAL PLATFORM FOR SUSTAINABLE NATURAL RUBBER (GPSNR)

TIP members and other stakeholders, including automakers, rubber producers and traders and end users, launched the Global Platform for Sustainable Natural Rubber (GPSNR) in 2018 to move the natural rubber industry toward a sustainable natural rubber supply chain. In addition to being a GPSNR founding member, Goodyear continues to be an active member. We continue to prioritize direct engagement within GPSNR working groups, or indirect engagement as appropriate. We maintain a role on the Executive Committee representing the tire maker category and serve as the co-chair for the Strategy & Objectives Working Group that completed the Environmental & Social Risk Studies and developed GPSNR's Theory of Change.

THE CONFERENCE BOARD

As a non-partisan entity founded in 1916, The Conference Board delivers insights to member organizations in such areas as sustainability, corporate philanthropy, social responsibility, education and diversity & inclusion. Goodyear is a member of the organization's Environmental, Social & Governance (ESG) Center and its Human Capital Center. We are also involved in several working groups and councils.

DRIVE SUSTAINABILITY

Drive Sustainability is a partnership of 16 leading automotive companies who are committed to creating a sustainable automotive value chain by leveraging a common voice in its engagement with suppliers, stakeholders and related sectors. Drive Sustainability is facilitated by [CSR Europe](#).

TRADE ASSOCIATIONS

We explore and work collectively to improve various tire-related sustainability topics through our membership in several regional tire trade associations, including [USTMA](#) and [ETRMA](#). Through ETRMA and USTMA, we are engaged in continuous dialogue with policymakers, industry, NGOs and academia, contributing to sustainable development objectives and regulations.



STRATEGY AND APPROACH

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COMPLIANCE & ETHICS

UPHOLDING HIGH ETHICAL STANDARDS

Goodyear's longstanding commitment to Act with Integrity is foundational to everything we do. Act with Integrity is a core company value, and it means we do the right thing every day and everywhere we do business.

In 2024, we were recognized as one of the World's Most Ethical Companies by [Ethisphere](#), a global leader in defining and advancing the standards of ethical business practices. Goodyear is one of only eight honorees in the automotive sector, and the only tire manufacturer. We are proud of this recognition of our steadfast commitment to the highest standards of ethics, compliance and governance.

GOVERNANCE

The [Board Committee on Corporate Responsibility and Compliance \(CRC\)](#) reviews the activities and processes that support our commitment to ethical behavior. Compliance & Ethics (C&E) provides updates on all relevant activities to the CRC multiple times per year.

Global and regional C&E committees—composed of top global or regional business leadership as well as Legal, Human Resources, Finance and Operations—meet several times a year to review Compliance & Ethics matters, discuss and oversee initiatives and training to drive an ethical culture and update policies and procedures as needed.

POLICIES

Goodyear's [Business Conduct Manual \(BCM\)](#) outlines the key policies and procedures that help associates understand what it means to Act with Integrity and know their roles and responsibilities in following our legal and ethical obligations.

Underlying the key policies described in the BCM are Goodyear's global policies. To ensure our policies and the guidance within them are comprehensive, up-to-date and accessible to our associates, we regularly update and carefully maintain Goodyear policies. Goodyear's Global Policy Committee is responsible for the policy development and management process, including overseeing policy owners' periodic review of company policies, reviewing and approving company policies and facilitating publication and centralization of policies to ensure access for Goodyear associates and others as appropriate.

Goodyear's key Compliance & Ethics policies reflect our commitment to ethical behavior and are rooted in our longstanding principles of Act with Integrity and Protect Our Good Name:

- **Business Conduct Manual:** We live up to our ethical and legal obligations by always acting with integrity, honesty and respect.

- **Respecting One Another:** We respect the unique abilities, experiences, cultures and differences of our associates. We have zero tolerance for harassment, discrimination, retaliation, bullying or workplace violence.
- **Respecting Human Rights:** We are committed to respecting and protecting fundamental human rights and require our business partners to do the same.
- **Anti-Bribery:** We require compliance with all applicable anti-bribery laws, and we strictly prohibit giving and receiving bribes or kickbacks. We will give up any business opportunity that can be won only by giving an improper or illegal payment or similar inducement.
- **Competition and Antitrust:** We compete on the quality of our products and services, and we comply with all antitrust and competition laws and regulations worldwide.
- **Conflicts of Interest:** We expect that all associates' actions and decisions are made objectively and in the best interests of Goodyear. Associates are required to disclose all conflicts of interest as soon as they are discovered, and Goodyear commits to reviewing all cases objectively and fairly.
- **Asset Stewardship:** We safeguard Goodyear's physical and financial assets, intellectual property and confidential information.
- **Government Sales:** We are committed to following laws and regulations related to government contracts and interactions with government officials.
- **Political Contributions:** Goodyear, in principle, does not make donations, either directly or indirectly, to political parties or candidates. Employees in the United States have the option of personally making political donations through a political action committee which does not contradict this principle.
- **Protecting the Environment:** We are dedicated to ethical and sustainable practices to protect our people and planet. We manufacture, handle and dispose of materials in an environmentally responsible manner, and we are committed to the conservation of natural resources.



COMPLIANCE & ETHICS

REINFORCING ETHICAL BEHAVIOR THROUGH TRAINING AND AWARENESS

We expect every associate to know and understand our policies related to ethical behavior and to abide by them. To help reinforce our culture of integrity, we offer a variety of educational opportunities focused on our values and corporate policies.

Goodyear requires all salaried associates, on an annual basis, to review and affirm their knowledge of Goodyear's BCM, which outlines our core policies and provides guidance on how to operate not only legally but with integrity, and promise to abide by it and disclose any known violations of certain policies. Translated into 23 languages, the BCM is available via both the company's intranet and external website, with hard copies available to those Goodyear associates without internet access. This process by which Goodyear associates certify their compliance with the BCM is required of global salaried associates as well as hourly associates in our North America retail and commercial tire & service centers.

Goodyear requires global salaried associates to complete online training covering the BCM and other key compliance requirements. In addition to the annual BCM certification and disclosure, these associates take three online courses per year covering various compliance subjects, such as anti-bribery, competition law, workplace respect, privacy, conflicts of interest, human rights and international trade controls. Our three-year training cycle is reviewed and updated annually to ensure topics remain relevant and address the risks Goodyear faces.

IN 2023, ASSOCIATES WERE REQUIRED TO TAKE THE FOLLOWING ONLINE TRAINING COURSES



Anti-Bribery and Anti-Corruption:
Know Your Risk



Cultivating a Respectful and Inclusive Workplace



Financial Integrity:
Honesty, Accuracy and Confidentiality

New hires are introduced to Goodyear's expectations through an online BCM course, and are then required to take online courses on other key Compliance & Ethics topics as they onboard to ensure they are educated on our core training topics early in their Goodyear career.

To reach our non-wired associate population, Goodyear's Quarterly Ethics Awareness Campaign takes place in our company-owned retail, wholesale and commercial tire & service center locations in the United States, United Kingdom, France, Germany, Canada, Japan and Australia, and our Airship

Operations facilities. These training presentations are coordinated by C&E and consist of manager-led presentations on a rotating set of core Compliance & Ethics topics. During the 2023 quarterly campaigns, managers led conversations with their teams regarding:

- Workplace Threats and Workplace Violence
- Safety
- Privacy
- Fraud and Theft

Goodyear also conducted in-person and virtual trainings in company locations around the world, covering various subjects, such as new hire training, workplace respect (including harassment and discrimination), conflicts of interest, competition law, speaking up, manager responsibilities, human rights, preventing and detecting fraud and bribery, gift and entertainment policies and privacy.

COMPLIANCE WEEK CAMPAIGNS

This year marked the ninth year of Goodyear's global Compliance Week campaigns, which first originated in Brazil in 2015. In 2023, Goodyear facilities in more than 20 countries hosted Compliance Week events, with more than 5,000 hourly and 3,000 salaried associates receiving live training from Legal, C&E, Human Resources, leadership and other subject matter experts on topics including anti-bribery, giving and receiving gifts, conflicts of interest, accurate recordkeeping, our Speak Up program, manager responsibilities and workplace safety.



COMPLIANCE & ETHICS

SPEAKING UP: OUR COMMITMENT TO ETHICAL BEHAVIORS AND PRACTICES

Every associate has an obligation to Speak Up! and do the right thing to help Goodyear Protect Our Good Name. By speaking up, associates strengthen our commitment to acting with integrity and engaging in ethical practices, which benefits everyone, from associates and customers to suppliers and investors. Managers have an even greater level of responsibility and must lead with integrity and reinforce the company's ethical culture. They are often the first resource for associates who have questions on ethical issues or concerns about potential violations of company policy. When managers become aware of potential violations of law or Goodyear policy, they are required to report these concerns to the appropriate company resource.

Goodyear strictly prohibits any form of retaliation against individuals who report in good faith known or suspected violations of policy or law or who participate and cooperate truthfully and fully in an investigation. Goodyear's [Speak Up Policy](#) provides detailed information about how to report concerns and about Goodyear's anti-retaliation policy.

Integrity Hotline – C&E oversees Goodyear's hotline reporting and investigation case management system. Available 24 hours a day, seven days a week, every day of the year, the Integrity Hotline is operated by a third-party provider that accepts reports, including anonymous reports, by telephone or online and then shares the reports with C&E. Reports made via the Hotline can be made orally or in writing and supporting materials can be uploaded by the reporter. Additionally, reports can be made in different languages. The Hotline is available to associates and all other stakeholders, including customers and suppliers, to ask a question, raise a concern or report questionable conduct. Associates are also encouraged to bring concerns to their managers or representatives across Human Resources, Legal, C&E and Internal Audit. Associates are regularly reminded of the Integrity Hotline and other Speak Up options during training sessions and via internal communications channels.

Reports of any non-minor compliance or ethics concern made through any of these means and brought to the attention of C&E are included in our hotline and case management system. Every report, regardless of how it is reported, is reviewed by C&E. We believe that transparency breeds trust, and we strive to share information regarding our investigations with key stakeholders, including leadership and associates.

We take all reports seriously, and we know that all reports are vital to addressing potentially harmful behavior, identifying emerging risks and tailoring training and policies to the actual situations our associates face.

Investigations Process – Goodyear conducts investigations in response to allegations of misconduct related to the company. Allegations of misconduct might relate to a variety of different topics including violations of law, policy, procedure, the BCM or ethical obligations.

An investigation is intended to help Goodyear identify and understand the facts relevant to the allegations, assess the situation, and come to a conclusion about how to resolve the issue and address any risks or misconduct that may have occurred.

Goodyear's process for investigating reported issues adheres to the highest ethical standards and includes these steps:

- The report is assigned to an investigator or an investigative team that may include C&E, Human Resources, Internal Audit, Legal, Environmental, Health and Safety and/or Global Security.
- C&E, or an individual whom C&E designates to investigate the complaint, will notify the reporter and acknowledge receipt promptly, normally within seven days, unless a shorter time is required by applicable local law. The reporter will also receive details about whom to contact with questions or to provide additional information.
 - Those reporting anonymously will have the option to leave an anonymous email address with the Integrity Hotline. This email address is not shared with Goodyear. It is only used by our third-party Hotline provider to send a notification to the reporter if the investigative team has questions or posts additional information to the Hotline.
- The investigators conduct background research, collect information and supporting materials and interview relevant individuals. Findings are analyzed to determine whether a policy or legal violation has occurred.
- A final investigation report summary is shared with those within Goodyear who need to know to align on the outcome and, if necessary, discipline and remediation steps. Although it may not be possible to share all investigative details with a reporter, Goodyear works to inform reporters of status updates and closure information.

Like all associates, those responsible for conducting internal investigations are expected to maintain the highest ethical and legal standards. Fairness, confidentiality, an unbiased approach and a commitment to our non-retaliation policy underlie these principles and are essential to an effective investigative process. Further information about Goodyear's investigative process can be found in our [Speak Up Policy](#).

C&E conducts ongoing data analysis to better understand our investigations data. This includes reviewing the types of allegations reported, locations involved, substantiation rates and anonymity rates. This data is shared with Goodyear's executive leadership, the CRC and global and regional Compliance & Ethics Committees.

COMPLIANCE & ETHICS

EXPECTATIONS OF OUR BUSINESS PARTNERS

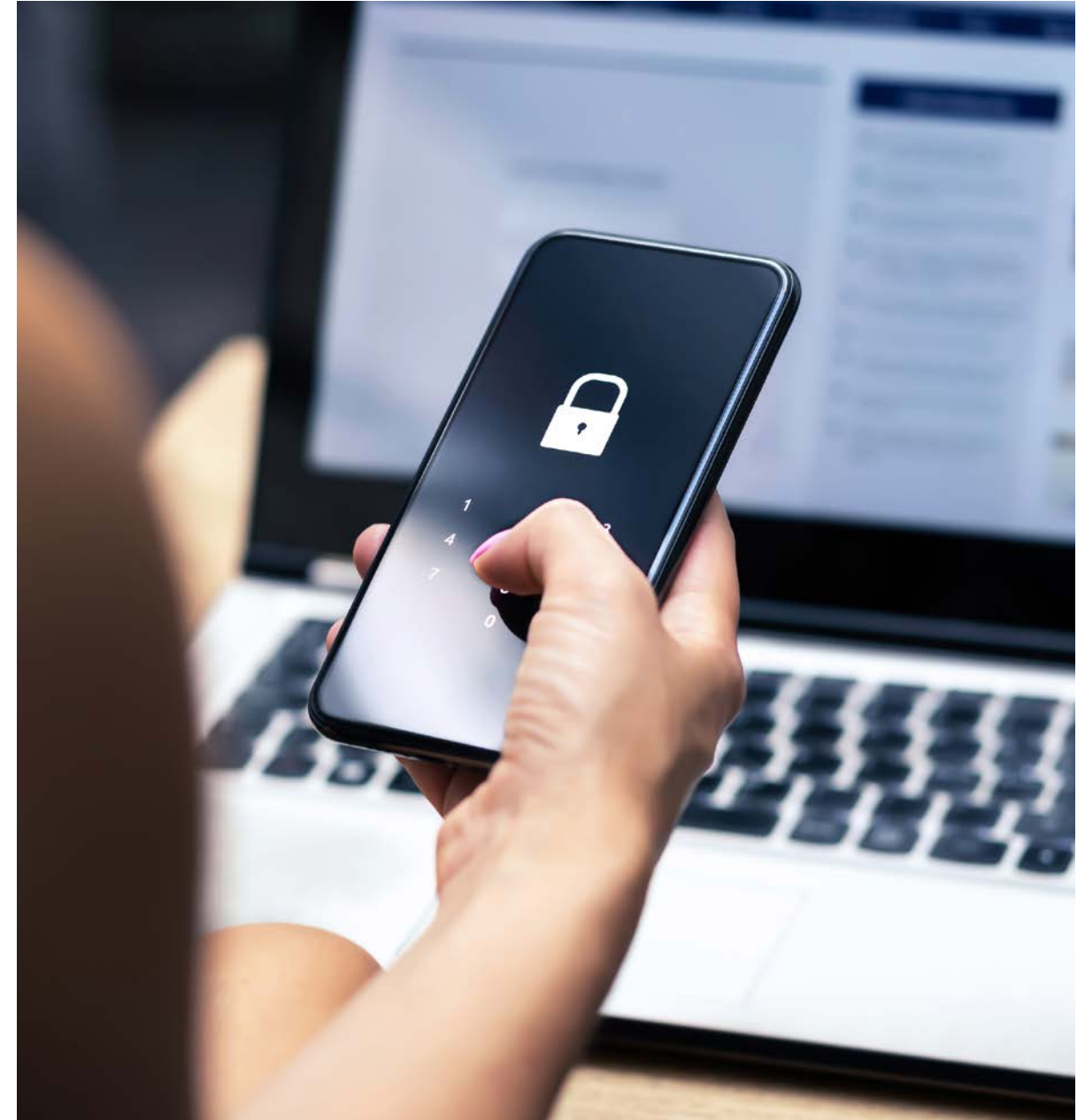
Goodyear expects our business partners, including distributors, suppliers and other third parties, to adhere to high ethical standards. In partnership with other functions, C&E applies a risk-based approach to vet, monitor and establish compliance expectations for third parties. All suppliers must comply with the legal, ethical and sustainability principles in our [Supplier Code of Conduct](#) and with all applicable laws. Our Integrity Hotline is available for our business partners, and they are encouraged to report any concerns to us through the Integrity Hotline, or our other Speak Up channels, for investigation.

ADVANCING DATA PRIVACY AND PROTECTION

Like many global companies, Goodyear faces data security risks and monitors new and developing regulations and best practices to anticipate and mitigate such risks. As a response to new and changing regulations, Goodyear regularly reviews and updates our privacy policies and procedures to comply with regulations and privacy best practices and implements dedicated training programs for associates who interact with personal information. In addition, we conduct risk-based due diligence—including cybersecurity reviews—of certain suppliers that are responsible for handling confidential information, including Personally Identifiable Information, of associates, customers, suppliers and others with whom we do business. Goodyear has a global Privacy Steering Committee, composed of global and regional leaders, who help oversee Goodyear's Privacy Program.

ANTICIPATING POTENTIAL RISKS

To ensure Goodyear's compliance with all appropriate regulations, C&E continually monitors and prepares for upcoming regulations and works to anticipate and mitigate any potential compliance and ethics risks.



OUR CORPORATE RESPONSIBILITY FRAMEWORK AND GOVERNANCE

Goodyear *Better Future*, our corporate responsibility framework, outlines our high-priority environmental, social and governance sustainability topics. These topics are woven into how we work together to drive innovation and operational excellence, create value and build a better future.

The framework was first introduced in 2018, with our high-priority topics being recently updated based on the results of our 2022 [double materiality assessment](#). We typically conduct a materiality assessment every two to four years. While our high-priority topics may shift based on internal and external factors, the framework's pillars—Sustainable Sourcing, Responsible Operations, Advanced Mobility and Inspiring Culture—continuously guide our work.

Additionally, the *Better Future* framework's governance structure helps ensure corporate responsibility is integrated into all levels of the organization, promotes communication and awareness and drives alignment with Goodyear's corporate strategy and stakeholder priorities.

Goodyear's [Board of Directors \(Board\)](#) and its [Committee on Corporate Responsibility and Compliance \(CRC\)](#), founded in 1976, are responsible for monitoring and providing recommendations on how Goodyear manages our business in a responsible manner, including our environmental, social and governance objectives, policies, strategies, programs and performance. The CRC fulfills the responsibilities delegated to it by the Board in [its charter](#). The CRC, composed of no fewer than three members of Goodyear's Board and currently composed of five members, meets at least three times a year to review and receive updates from management on sustainability-related topics, which includes reports and updates from Goodyear's Vice President and Chief Sustainability Officer (CSO). The full Board regularly receives a report following each committee meeting. In addition, members of the CRC pursue continuing education opportunities relevant to their responsibilities, either through in-house presentations by recognized experts in their field or attendance at outside educational programs. A list of guidelines for the Board can be found [here](#). The full Board is aware of and supportive of Goodyear's sustainability strategy.

The [Goodyear Senior Leadership Team](#) acts as a steering committee for Goodyear's sustainability strategy and performance. Each of the roles represented on the Senior Leadership Team has compensation metrics and goals that are linked to achieving certain sustainability-focused targets.



The *Better Future* Steering Committee—led by Goodyear's CSO, and currently composed of 15 cross-functional, global leaders representing each region, as well as corporate in the areas of Procurement, Technology, Risk, Legal, Quality, Manufacturing Operations, Supply Chain, Communications, Government and Public Affairs, Human Resources, Finance and Marketing—provides strategic direction for Goodyear's high-priority sustainability topics to ensure functional goals are aligned with corporate strategy. Additional responsibilities include:

- Overseeing our materiality process
- Foreseeing and addressing risks and opportunities
- Providing oversight for the *Better Future* governance structure to ensure all high-priority topics are properly managed
- Responding to sustainability-related market trends and regulations
- Overseeing risk management
- Providing strategic direction on progress against our maturity model
- Helping to advance Goodyear's communication to internal and external stakeholders

The *Better Future* Working Groups are composed of leaders and subject matter experts for Goodyear's high-priority topics. They are responsible for developing goals and targets for their respective topics and reporting on strategies and progress to ensure we are effectively managing our high-priority topics. Members are responsible for understanding the current state of their topic, developing and aligning appropriate goals and targets and ensuring KPIs/metrics and strategies are in place for each goal. There is a *Better Future* Working Group for each of our high-priority topics. The individual working groups ladder up to the *Better Future* Steering Committee, which has a senior leader responsible for each high-priority topic and for routine governance updates. Performance is measured regularly, and updates are shared with a broader internal and external audience, as appropriate.

Collectively, this governance structure is helping to grow internal awareness and engagement for our *Better Future* framework through global, quarterly town halls for all wired associates and other communications vehicles for associates, while enhancing our communication to key external stakeholders.

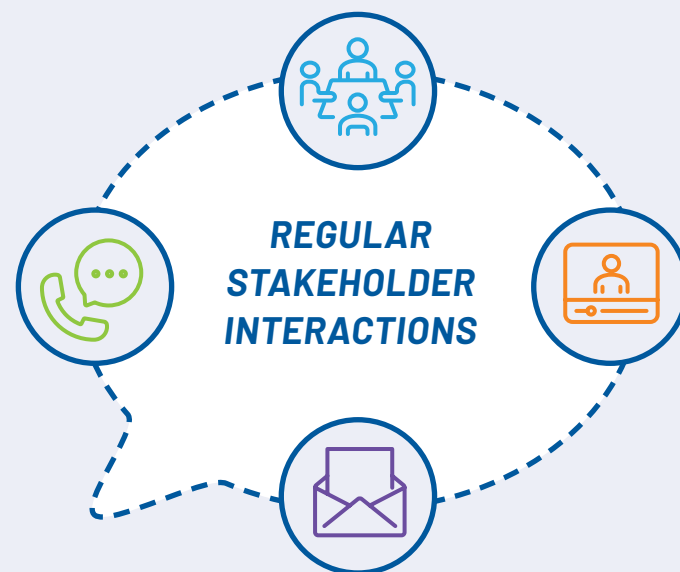
STAKEHOLDER ENGAGEMENT

Goodyear gathers stakeholder feedback throughout the year, building on information gathered during [sustainability materiality assessments](#). We regularly speak with investors, customers, associates, distributors, suppliers, regulators and more, collecting sustainability-related requests, questions and feedback. This information is gathered and compiled by global functional business leaders and the Global Sustainability team to help inform strategies that are formulated and implemented at the functional level. Goodyear's CSO provides this stakeholder feedback to the Board and CRC to inform their oversight.

To ensure we are managing our most significant sustainability impacts, risks and opportunities, we continue to engage internal and external stakeholders who are knowledgeable in and value corporate responsibility. The summary below highlights our key stakeholder groups and the type and frequency of interaction. We have also included feedback from various stakeholder groups within this report.

Also, since 2021, Goodyear's EMEA commercial business has conducted the Goodyear Sustainable Reality Survey, which delivers insights into the European road transport industry. More than 1,600 fleets across Europe participated in the 2023 survey, with 68 percent of surveyed fleets stating sustainability as either "important" or "very important." Also, one in three fleets view sustainability as a core corporate value. Read the complete report [here](#).

For every survey response received, Goodyear supports tree plantation through [TreeNation](#), a non-profit organization dedicated to reforestation efforts. Over the three years of the survey's existence, more than 4,000 trees have been planted.



BOARD MEMBERS

- Board meetings
- Committee meetings
- Annual shareholders meeting

CUSTOMERS*

- Daily communication via emails, calls and meetings
- Intermittent on-site visits
- Customer events

SUPPLIERS

- Daily communication via emails, calls and meetings
- Intermittent face-to-face meetings at Goodyear or supplier facilities

REGULATORS

- Engagement with governments in countries of operation, as necessary

INDUSTRY ASSOCIATIONS AND NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

- Tire Industry Project (TIP) and through ongoing Working Groups and serving as pillar co-chairs
- Trade associations, including, but not limited to, U.S. Tire Manufacturers Association (USTMA), European Tyre and Rubber Manufacturers' Association (ETRMA) and Japan Automobile Tyre Manufacturers Association (JATMA)
- Frequent interaction with Non-Governmental Organizations (NGOs)

INVESTORS

- Quarterly earnings calls
- Annual shareholders meeting
- Frequent investor calls and emails
- Non-deal roadshows
- Industry conferences

COLLABORATORS

- Various collaborator engagements throughout the year on a variety of projects

COMMUNITY MEMBERS

- Communications with and contributions to charities
- Regular volunteer activities
- Community program development

*Customers include OE, fleet and commercial customers, as well as distributors.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)

In 2015, the United Nations launched the [Sustainable Development Goals \(SDGs\)](#), a set of 17 broad goals and 169 targets to address global challenges and drive sustainable solutions toward the [2030 Agenda for Sustainable Development](#).



In 2021, Goodyear participated, through the Tire Industry Project, in developing *Sustainability Driven: SDG Tire Sector Roadmap*. The report highlights the sustainability impacts relevant to the tire sector. The four tire sector sustainability megatrends that were identified in the report are listed in the table below. These megatrends closely align to the themes and topics that arose in our latest [double materiality assessment](#).

MEGATREND	IMPACT ON THE SECTOR
Circular innovation to tackle resource scarcity	Burgeoning populations in emerging markets and increased urbanization globally are encouraging a rise in mobility. The resource challenges that can result from growing demand present the opportunity for the emergence of new business models such as those based on the circular economy.
Climate and nature crises to accelerate the low-carbon energy transition	Progress to reduce greenhouse gas (GHG) emissions, adapting to the physical impacts of climate change and halting biodiversity loss remains slow and insufficient. However, new regulations, investor pressure and citizen power have created momentum to which the business community must respond.
Industry 4.0 to allow systems transformation	Rapid digitalization and automation across industries is driving improved productivity, efficiency and safety—but could lead to widespread and disruptive implications for employment and workforce skills if not appropriately managed. Technologies, including artificial intelligence, internet of things and 5G, alongside autonomous, connected and electric vehicles, offer significant opportunities to organizations ready to embrace them. The adoption of such technologies must come with efforts to address rising cybersecurity and data privacy concerns and to manage the potential environmental impacts from material and energy consumption.
Human rights, safety, well-being and equal opportunities—across the value chain—are essential to building resilience	Rising inequality is driving continued dissatisfaction with current political and economic models and global civil protests on issues relating to diversity & inclusion. Companies are increasingly expected to take strong positions on human rights and other social issues—including protecting employee well-being, promoting workplace safety and improving supply chain due diligence and transparency—to ensure long-term business resilience.

SUPPORTING THE SDGs THROUGH OUR HIGH-PRIORITY AND EMERGING TOPICS

CLIMATE



CIRCULARITY



HUMAN AND LABOR RIGHTS



SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY



NATURE AND BIODIVERSITY



The content of this publication has not been approved by the UN and does not reflect the views of the UN or its officials or Member States.

= Priority SDGs for the tire sector determined through the Tire Industry Project (TIP)

MATERIALITY

In 2022, Goodyear, under the leadership of the *Better Future* Steering Committee and in collaboration with a third party, conducted our latest materiality assessment to identify and define the sustainability topics that are viewed as high priority to Goodyear and our stakeholders. Our 2022 double materiality assessment was conducted in alignment with GRI standards. We plan to continue conducting materiality assessments and stakeholder engagement sessions periodically as our business and the market evolve.

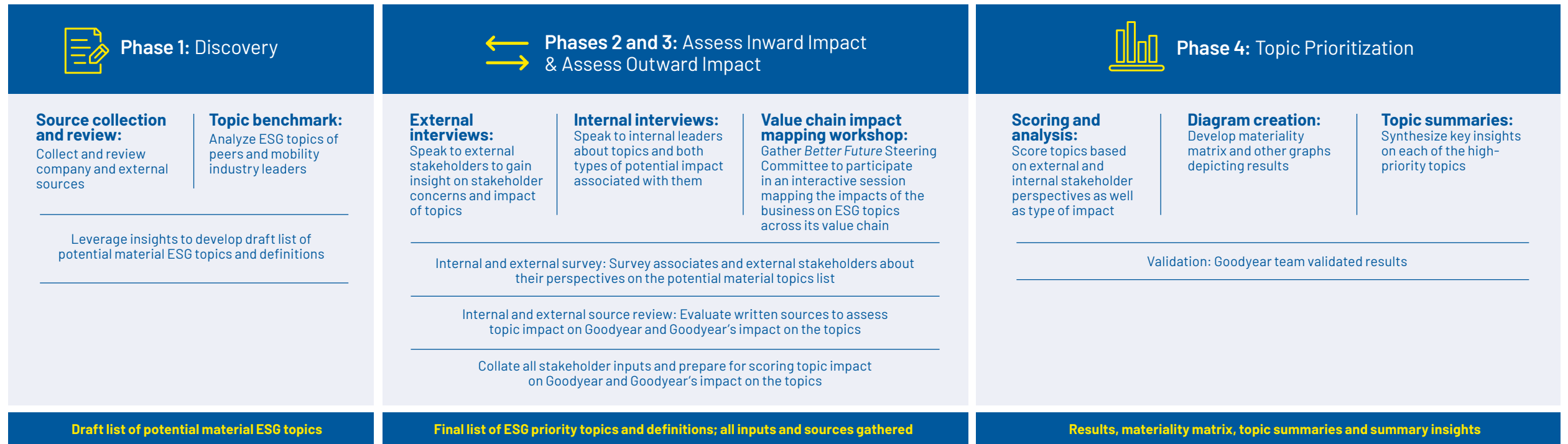
For our 2022 materiality assessment, Goodyear followed the double materiality assessment process—aligned with the GRI materiality principle—that looks at both inward and outward impacts. Take climate for example: an inward impact is how climate is impacting Goodyear, and an outward impact is how Goodyear

impacts climate. An impact can refer to positive, negative, actual, potential, direct, indirect, short-term, long-term, intended or unintended impacts. Impacts are considered for their severity, likelihood, scope and relationship to the organization.

Goodyear’s double materiality process followed four distinct phases outlined below.

DOUBLE MATERIALITY ASSESSMENT PROCESS

THE THIRD PARTY'S PROCESS GATHERED AND ANALYZED INTERNAL AND EXTERNAL PERSPECTIVES ON THE TWO TYPES OF IMPACT DEFINED IN DOUBLE MATERIALITY.



MATERIALITY

Throughout this process, we examined the full scope of our value chain and product portfolio to reflect the global nature of our business. We interviewed or surveyed more than 150 internal and approximately 50 external stakeholders to assess inward and outward impacts of relevant impacts, risks and opportunities.

TOPIC AND HOW IT WAS DISCUSSED	STAKEHOLDERS EXPRESSING STRONG INTEREST
Topic: Climate – Decarbonization, Adaptation and Resiliency Transport Industry’s Role in Decarbonization Value Chain GHG Emissions Reduction Climate Risk Mitigation Building Resiliency to Risk Realize Climate Change Opportunities Sustainable Mobility / Product Innovation Business Continuity Action Toward Science-Based Targets – Goodyear’s and Customers Regulatory Compliance Carbon Pricing	Goodyear Leaders Customers Investors and Lenders Regulatory and Legal NGOs Suppliers Innovation Partners Society
Topic: Circular Innovation Circular Innovation / Materials Design for Environment Dematerialization End-of-Life Tires Tire and Road Wear Particles Regulatory Compliance Industry Collaboration Retreading Tire Longevity	Goodyear Leaders Customers Investors and Lenders Regulatory and Legal Suppliers Innovation Partners Industry Associations

TOPIC AND HOW IT WAS DISCUSSED	STAKEHOLDERS EXPRESSING STRONG INTEREST
Topic: Human and Labor Rights Value Chain Management Strong Policies Rubber Plantations Working Conditions Regulatory Compliance Talent Management Diversity & Inclusion Safety Total Worker Health Community Engagement Ethics and Integrity	Goodyear Leaders Customers Investors and Lenders Regulatory and Legal NGOs Industry Associations Suppliers
Topic: Supply Chain Governance and Transparency Supplier ESG Requirements Regulatory Environment Supply Chain Transparency Traceability Material Risks or Restrictions / Supply Chain Continuity Materials of Concern Product Quality	Goodyear Leaders Customers Investors and Lenders Regulatory and Legal NGOs Suppliers Innovation Partners Industry Associations Society
Emerging Topic: Biodiversity and Ecological Impacts Land Use Biodiversity Sustainable Forest Management Operational Waste Water	Customers Investors and Lenders Regulatory and Legal NGOs Industry Associations

MATERIALITY

Based on the results of these activities, sustainability topics were evaluated and measured on their significance to Goodyear’s stakeholders and business. The research pointed to more than 20 highly relevant sustainability topics for Goodyear that were then prioritized based on stakeholder evidence speaking to the significance of the topic and its impacts to Goodyear and/or on the environment and society.

Climate—Decarbonization, Adaptation and Resiliency; Circularity; Human and Labor Rights; and Supply Chain Governance and Transparency were identified as our high-priority topics. The 2022 materiality assessment also highlighted where we should focus; these areas are illustrated below.

The assessment validated the importance of many topics to both our organization and stakeholders and highlighted new opportunities. Following the assessment, Goodyear confirmed we had existing owners for the management of all high-priority topics, looked at current policies and management practices, and determined if we needed to establish any new policies, management practices, goals and/or metrics for any of our topics and focus areas based on external benchmarking and evaluation of our maturity. In this report, we will report on public-facing goals and metrics for the following high-priority topics and focus areas:

Climate

- Decarbonization

Circularity

- Renewable and Recycled Materials*
- Dematerialization

Human and Labor Rights

- Safety
- Talent Experience and Diversity & Inclusion
- Community Engagement

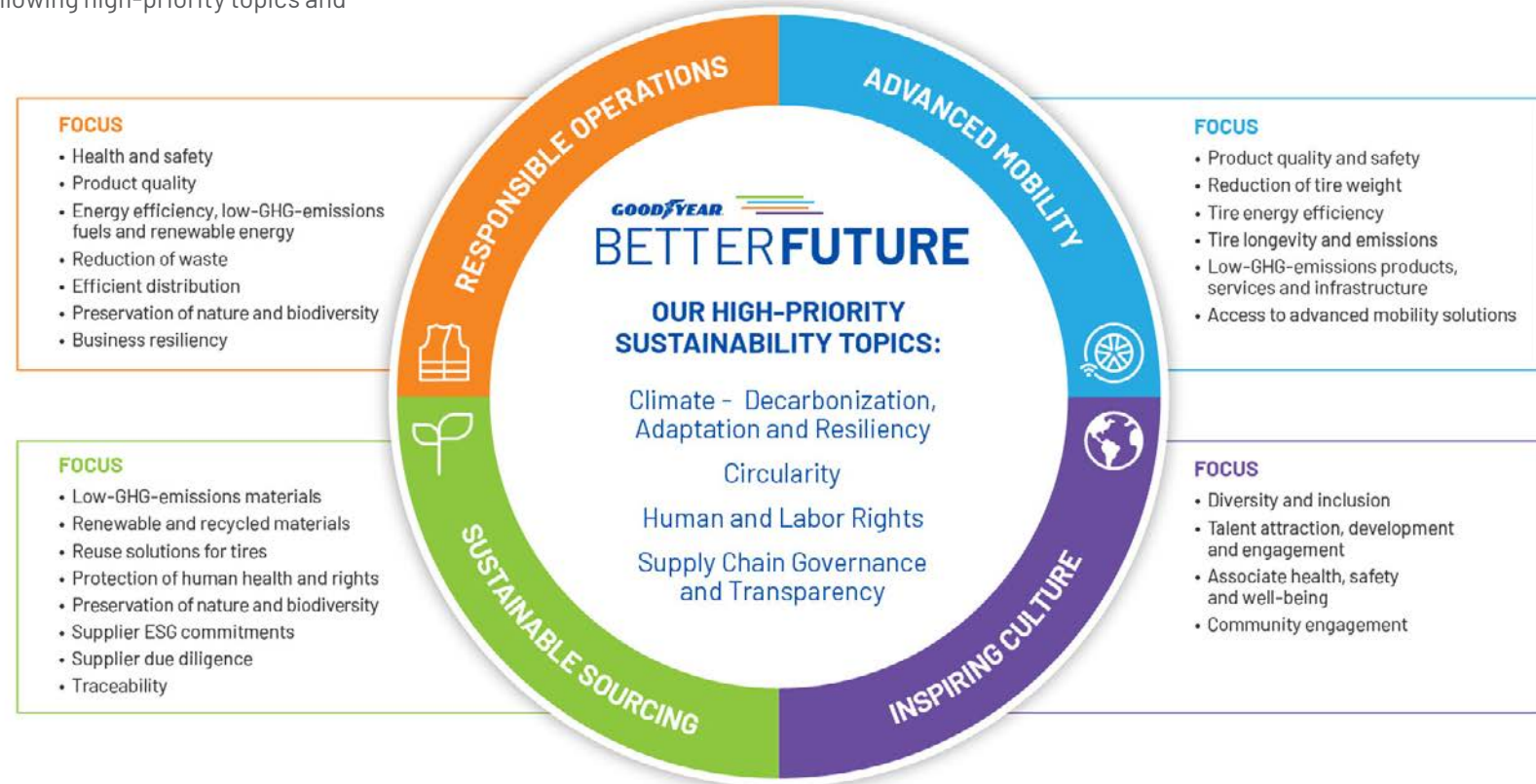
Supply Chain Governance and Transparency

- Supply Chain Governance and Transparency
- Product Quality

*Goodyear has established goals to eliminate the use of petroleum-derived oils in our products by 2040 and to introduce the industry’s first 100 percent sustainable-material tire by 2030.

Many of our topics from previous materiality assessments have been carried forward, being framed in ways that are important for today and the near future, while some new topics have become higher priority. For those new topics and focus areas, for example, circularity, Goodyear is working through the goal-setting process and will not be disclosing goals in this report. However, we plan to share the established goals and report on progress against them in future reports.

In 2024, we will be performing a double materiality assessment using the CSRD framework to refresh materiality and prepare for our upcoming CSRD reporting.





In 2023, Goodyear completed our largest solar panel installation to date when more than 29,700 solar panels were installed at our Pulandian manufacturing facility in Dalian, China.

CLIMATE

IN THIS SECTION

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Advanced Mobility	29

CLIMATE - AN OVERVIEW

In December 2021, we announced our climate ambition, which includes our goal to reach net-zero Scope 1, 2 and certain Scope 3 greenhouse gas emissions by 2050, as well as our commitment to achieve near-term science-based targets by 2030, including reducing Scope 1 and 2 emissions by 46 percent and certain Scope 3 emissions by 28 percent, as compared to a 2019 baseline. Both our near- and long-term climate targets were validated by SBTi in September 2023.

In addition to setting near- and long-term climate goals, Goodyear has committed to using 100 percent renewable electricity in all manufacturing facilities by 2030 and 100 percent renewable energy in all manufacturing facilities by 2040, developing a tire made of 100 percent sustainable materials by 2030 and replacing all petroleum-derived oils in our products by 2040.

GOVERNANCE FOR GOODYEAR'S CLIMATE STRATEGY

Goodyear's Board is committed to overseeing the company's environmental, social and governance impacts, risks and opportunities, and the prioritization and integration of sustainability strategies. The CRC annually reviews climate-related risks and opportunities, targets, climate strategies, metrics and progress.

The CRC is responsible for monitoring and providing recommendations on how Goodyear manages our business in a responsible manner, including our sustainability objectives, policies, strategies, programs and performance. This includes the responsibility to monitor the Company's climate strategy.

The following details the governance structure for Goodyear's climate strategy:

CEO & President: Serves as the executive sponsor of Goodyear's climate strategy. This includes receiving updates and making final decisions related to Goodyear's strategy.

Goodyear's Board of Directors and Board Committee on Corporate Responsibility and Compliance (CRC): Oversees Goodyear's climate risks and opportunities, targets, strategies, metrics and progress. The Board discusses climate strategies and their integration into business processes. The CRC monitors the Company's actions and progress toward achieving climate targets.

Senior Leadership Team: Acts as the steering committee for Goodyear's climate strategy and performance. Each of these roles has compensation metrics and goals that are linked to achieving certain climate targets.

Vice President and Chief Sustainability Officer: Oversees the Company's climate strategy, goals and progress. Reviews Goodyear's climate strategy, goals and performance with company officers and each strategic business unit. This role has compensation metrics and goals that are linked to achieving certain climate targets.

Better Future Climate Sub-Committee (Functional & Operational Leaders): Develops and aligns on decarbonization and climate change adaptation and resiliency strategies and monitors progress.

Climate Working Groups: Build out and implement decarbonization and resiliency strategies.

Goodyear looks at climate from these standpoints—decarbonization, resiliency and adaptation.



DECARBONIZATION

In 2022, using Goodyear’s 2019 greenhouse gas (GHG) emissions footprint, the baseline year for our science-based targets, we identified the value chain hot spots requiring decarbonization: purchased goods and services; energy; transport; and use phase. Use phase is an indirect-indirect emissions category for Goodyear. While use phase is not included in our science-based targets, Goodyear continues to evaluate use-phase elements that we influence, for example, rolling resistance and tire weight, and sets use-phase goals.

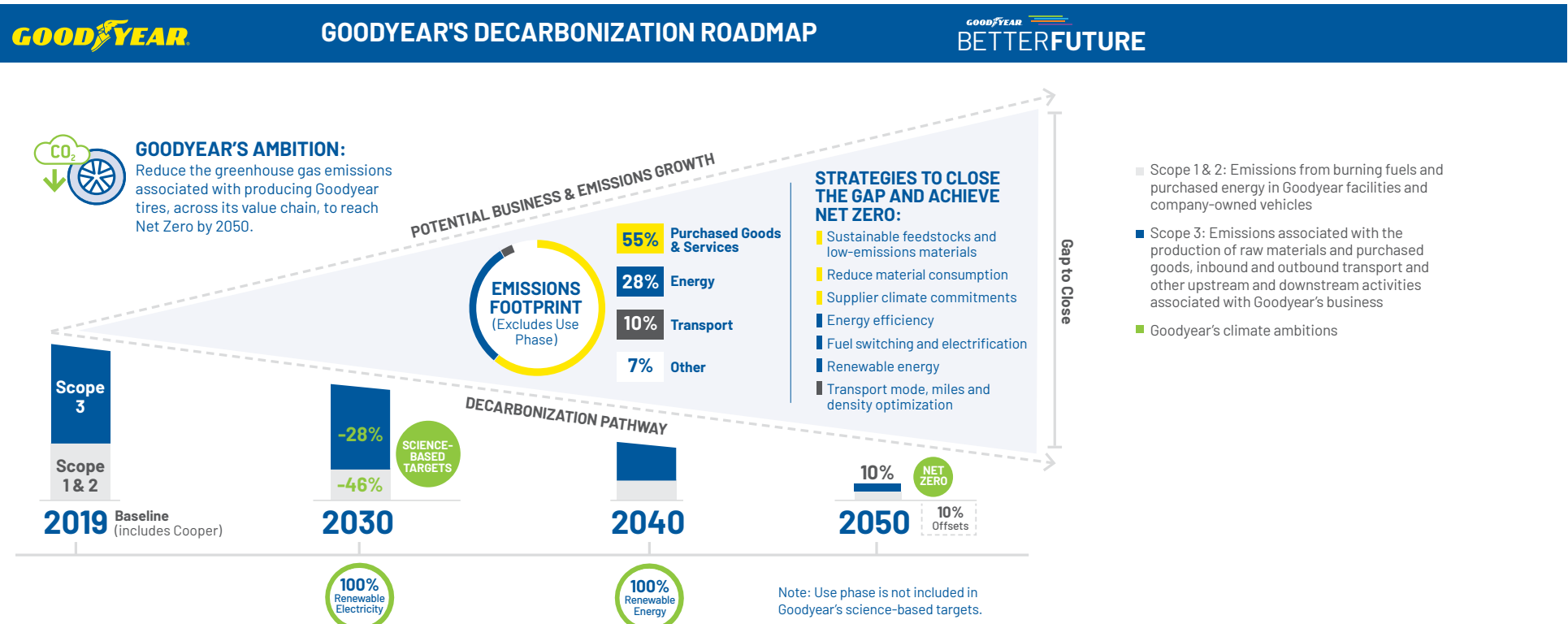
Goodyear has identified owners for each of our hot spots, and strategies have been identified for each. These strategies are outlined in Goodyear’s Decarbonization Roadmap, and we detail progress against these strategies and workstream activity for 2023 in the following pages.

Additionally, when it comes to strategies to pursue for decarbonization, Goodyear utilizes Life Cycle Assessments (LCAs) to evaluate materials quantitatively through the entire life of the product—from the sourcing of raw materials to the end of the product’s life. Each LCA is performed using internationally recognized ISO frameworks that help provide a full picture of product impacts as well as opportunities for improvement that can be used in product development. Goodyear collaborated with the Tire Industry Project (TIP) to develop Product Category Rules (PCRs) for evaluating impacts from tires. LCAs assist Goodyear in determining lower-emissions materials to pursue.

PURCHASED GOODS AND SERVICES

Purchased Goods and Services includes the GHG emissions associated with the purchase of raw materials and capital goods across our value chain. Our Chief Procurement Officer and Director, Global Sourcing Sustainability, oversee this workstream.

We are looking into three levers when it comes to reducing GHG emissions from purchased goods—utilize innovative low-GHG-emission materials, reduce material consumption and engage our suppliers.



DECARBONIZATION

One of the main focuses of this workstream is looking at innovative low-GHG-emissions and **circular materials**. Working with our current supply base as well as potential suppliers, a cross-functional working group researches materials that could possibly have a low-emissions impact, evaluating emissions-reduction potential, cost and availability. Examples of this include pursuing technologies that replace standard carbon black with carbon-neutral carbon black, replacing virgin PET with chemically recycled PET and increasing our use of recycled steel cord. This working group is developing an ever-evolving, low-GHG-emissions materials roadmap aimed at helping Goodyear achieve our 2030 science-based target.

Another focus area is the reduction of material consumption, both in our tire design by using lightweight materials, such as thinner, but stronger steel cord to reduce the amount of steel cord per tire and the reduction of waste generated in our operations.

The third focus area is engaging our suppliers in climate targets and actions. In 2023, we performed an emissions impact analysis by material group and supplier to identify key hot spots. At the completion of this analysis, we assigned a maturity score to our suppliers based on their third-party scoring, their external reporting and whether they had made an SBTi climate commitment. From there, we initially selected 17 suppliers representing approximately 45 percent of our Scope 3 emissions from purchased goods with whom we will develop detailed supplier-specific roadmaps in 2024 and 2025. These roadmaps will initially focus on our suppliers' Scope 1 and 2 emissions. In this process, we are also encouraging our suppliers to engage their supply base to reduce their own Scope 3 GHG emissions.

Additionally, in September 2023, we launched our supplier engagement program with more than 400 of our raw material suppliers requesting they complete the following by December 2024:

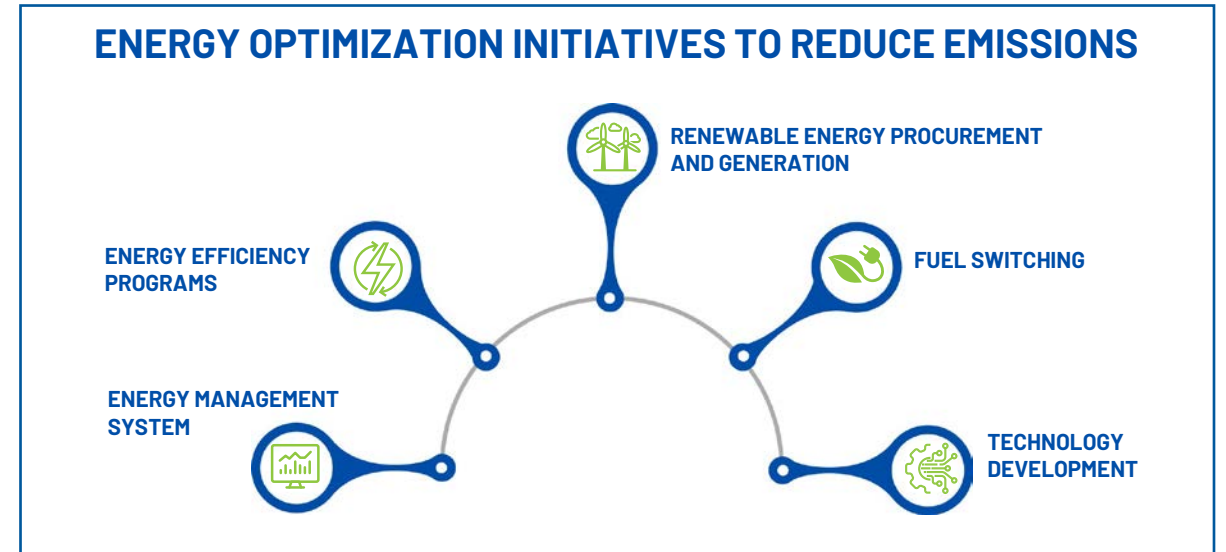
- Set and publicly commit to near-term and net-zero science-based targets aligned with **SBTi guidelines**
- Set a goal to operate at 100 percent renewable electricity by no later than 2030
- Set a goal to operate at 100 percent renewable energy by no later than 2040
- Work and engage with their own supply base to establish climate targets to reduce GHG emissions coming from their supply chain
- Publicly report on their progress and share product-level GHG emissions footprint data with Goodyear

We continue to work with those who have not yet committed, as well as those with existing climate strategies in place. This program strengthens our relationships with our suppliers as we work together to address climate change.

In 2024, we plan to continue to work with our supply base to lower GHG emissions. We look to expand our supplier engagement program and continue to identify, evaluate and incorporate new, innovative low-GHG-emissions materials.

ENERGY

Our energy optimization program is focused on five key areas including energy management, energy efficiency, renewable energy, fuel switching and technology development. Each of these areas has strategic action items associated with them to reduce emissions, improve energy efficiency and increase the use of renewable energy.



Energy Management

Our Energy Management System provides the foundation needed to mature the energy programs at each facility and begins with integrating energy into Goodyear's Plant Optimization (P.O.) framework. This integration work is led by global, regional and plant Engineering teams.

At all levels of the organization, building the capability of our Energy team is necessary to execute our energy optimization strategy. At the global level, strategy is defined, tools and resources are developed, and project support is provided. This work is led by Goodyear's Global Energy Senior Manager and executed by each Regional Energy Manager.

At the facility level, Goodyear has Energy Coordinators at 51 manufacturing facilities. Energy Coordinators are responsible for identifying energy efficiency opportunities and implementing the energy optimization strategy at their individual facilities. Many of our Energy Coordinators are certified energy professionals, which Goodyear strives to have at our major manufacturing facilities. Internationally recognized certifications allow our Energy Coordinators to effectively develop projects related to energy efficiency and meet our corporate efficiency goals.

DECARBONIZATION

Tracking our performance through regular reporting and metering is critical to continuous improvement. Goodyear continues to increase the level of metering at all our facilities to manage our energy consumption in real time. The development of energy dashboards increases visibility to KPIs across the organization, exposes efficiency opportunities and supports better management of key action items.

Energy Efficiency

Goodyear's energy efficiency programs enable our manufacturing facilities to better identify and implement energy projects. Through the integration of energy into P.O., we work to reduce energy use through zero-loss thinking and equipment efficiency. The energy loss assessment, within our overall manufacturing zero-loss assessment, reviews different categories of energy losses that can occur in all areas of the manufacturing facility, such as steam use, utility costs, heating and cooling and electric use efficiency. Upon completion of the annual energy loss assessment, each manufacturing facility identifies its greatest opportunity areas and sets its own goals in BTUs per pound of production. These goals are incorporated into Goodyear's global energy reduction goal. In 2023, our savings from energy efficiency projects was approximately \$18 million.

Throughout the year, each of our regions and facilities works to implement energy efficiency projects in all areas of our facilities. Many of these projects include operational energy efficiency such as improving the efficiency of facility equipment including boilers, chillers and air compressors as well as implementing air and steam leak detection programs.

Renewable Energy

In 2023, we developed a renewable electricity roadmap, which includes onsite renewable energy, power purchase agreements (PPAs), green tariffs and energy attribute certificates (EACs). We have already implemented three pieces of this strategy—onsite renewable energy, green tariffs and EACs. Our long-term plan is to utilize corporate PPAs for electricity procurement. This will ensure that Goodyear can maintain our decarbonization and add new

power generation to the grid. To advance this work, we have established both a steering and operating committee—with representation from Global Engineering, Sustainability, Finance, Legal, Manufacturing and Procurement—to identify how we will execute on this strategy in both North America and EMEA, with the expectation to expand PPAs globally.

In addition to our EMEA region operating with 100 percent renewable electricity, we also have several other plants around the world procuring and generating renewable electricity. Our plants in Brazil, Chile, Colombia and Peru purchase 100 percent renewable electricity, and our Kuala Lumpur, Malaysia, Pulandian, China and Lawton, Oklahoma, facilities are each procuring a portion of their renewable electricity, eliminating or reducing CO₂ emissions from their electricity intake while reducing energy costs. Globally, Goodyear operates onsite solar generation systems at 10 facilities in China, Germany, India, Indonesia, Malaysia, Mexico, Thailand and Turkey, with a total capacity of 30 megawatts. We will continue to investigate possible onsite solar projects at all our owned facilities globally.

Also, our two solar power stations at our testing facilities in Colmar-Berg, Luxembourg, provide clean energy for Luxembourg citizens. With annual solar generation capacity of approximately 6 MWp, this installation generates enough energy to supply more than 1,200 households. This project highlights our willingness to support the Luxembourg government in its aim to switch to 100 percent renewable energy.

At the end of 2023, we are using 37 percent renewable electricity globally through procurement and on-site generation. Goodyear is on target to reach 100 percent renewable electricity in all our manufacturing facilities by 2030.



In October 2023, we announced that we completed our largest solar panel installation to date at our Pulandian plant.

With more than 29,700 solar panels installed, the panels will power the manufacturing facility, as well as office and warehouse buildings. The panels are estimated to reduce carbon emissions from purchased electricity by 17,000 metric tons per year over 25 years.

Investments in solar power generating technology in Goodyear's Asia Pacific region have created a generation capacity of approximately 28 megawatts of electricity.

DECARBONIZATION

Fuel Switching & Technology Development

We are beginning to investigate how we can significantly reduce the direct emissions from our operations by switching fuels to renewable options and developing new technologies for our processes. Much of the work in this space is still developing, including the industrialization of renewable fuel sources. We are also looking at opportunities to electrify our processes. This allows us to use renewable electricity sources in place of fossil fuels for our heating process requirements.

Bringing all this work together in our energy optimization program has allowed Goodyear to make progress toward meeting our goals for reducing emissions, improving efficiency and increasing our use of renewable energy.

In 2024, we will continue to educate our associates via internal training and organization-wide communications initiatives. Training focuses on the management of operational energy efficiency and improving daily operations. In addition, we are beginning to implement a real-time energy management system across all our manufacturing facilities. This will be done in a phased approach, which allows facilities to develop their maturity in energy monitoring and leverage increasing levels of tools and technologies. The real-time energy management system will bring further insight into our daily operations, allowing us to more quickly identify areas of opportunity and improve energy efficiency throughout our footprint. We will share progress on this in future reports.

TRANSPORT

We look at transport in two distinct areas—Goodyear’s transport operations and transport executed by third parties. As part of our decarbonization roadmap, we are focused on both areas.

When we look at our transport operations strategy, we focus on delivering three basic principles—reduction, utilization and lower-emissions options. These principles guide our work with both our internal and external partners. When engaging with our partners, we ask the following questions:

- How do we deliver a reduction of miles traveled?
- What are the best strategies to increase the density of our utilization of our trucks as we deliver transportation solutions?
- What options do we have to transport with lower emission vehicles or transport modes?

In 2024, our work will focus on building out these strategies in partnership with our regional business units. Additionally, we plan to strengthen our monitoring and reporting capabilities with clearly defined KPIs for each of the components of our strategy, as well as move closer to activity-based reporting for emissions data. Internal and external collaboration will be key as we further refine and execute our plans. As we extend our internal collaboration with teams from our Energy Management and Procurement functions, we plan to advance our goals and gain further insights into best practices.

We operate in an evolving industry, and we understand and recognize that each region has different needs, challenges and legal frameworks. Therefore, each component of this strategy may be implemented at different times and rates as we progress our roll-out plans.

IN 2023, WE DEVELOPED AND OUTLINED OUR STRATEGIC FRAMEWORK. THIS APPROACH WAS DEVELOPED AT THE GLOBAL LEVEL AND WILL BE EXECUTED BY OUR REGIONAL BUSINESS UNITS. THESE KEY STEPS ARE DETAILED BELOW.



Utilize regional efficiency programs to evaluate carriers’ commitment to climate



Develop internal reporting capabilities to effectively and efficiently measure actual transport activity and emissions



Increase overall shipment density through collaboration and utilization of transport optimization software



Optimize our warehouse network



Continually evaluate mode mix and move to intermodal/low-emissions modes, where possible



Monitor fuel efficiency of our carriers and adopt alternative fuels as appropriate



Work with carriers and other logistics partners to ensure they are positioned to meet future legislation as well as Goodyear’s climate targets



Develop carbon neutral warehouse specifications to utilize in future projects

DECARBONIZATION

USE PHASE

Goodyear's corporate GHG footprint results point to the product use phase as the greatest opportunity to reduce GHG emissions, so we design for a more efficient tire from an overall energy-use standpoint. Energy use is affected by many design factors including tire rolling resistance, tire weight and tire aerodynamics. Goodyear can foster energy efficiency through our tires' rolling resistance, weight and aerodynamic impacts.

A tire with low rolling resistance and a vehicle with less weight consume less energy and emit fewer GHG emissions. To help reduce rolling resistance, tire construction must be as efficient as possible with mass and minimize the potential energy losses while providing an optimized performance balance. Therefore, we test our rolling resistance and weight reduction advancements in tandem with a multitude of other parameters including wet, dry and winter traction, durability and treadwear to ensure optimized performance across all categories. Learn more about our focus on tire weight reduction in the [Circularity section of this report](#).

We have established and report on a goal of reducing rolling resistance by 40 percent in our global consumer tire portfolio by 2025 from a 2005 baseline. **In 2023, we moved closer to achieving this goal by reducing rolling resistance by 35.5 percent.**

In 2023, Goodyear continued to invest in and utilize new materials that promoted lower rolling resistance. We will continue to work with our supply base to identify and secure new materials with sustainability benefits. We also continue to invest in new technologies that can help deliver improved rolling resistance. Our Technology teams report internally on this program through their quarterly product leadership reviews.

Also, in 2023, Goodyear introduced the [UrbanMax BSA](#), the first Goodyear tire engineered specifically with low rolling resistance for EV transit and metro buses to help extend range* and handle the increased load capacity. The new Urban Max BSA EV (Bus Service All-Position) tire was specially designed in partnership with GILLIG, the leading manufacturer of American-built heavy-duty transit buses.

In 2024, we plan to introduce new products that will allow us to work toward our 2025 goal, reporting on our annual progress.



*Low rolling resistance is one factor that may help extend EV range. Actual range extension may vary and may be impacted by other conditions including weather, proper maintenance, driver behavior and road conditions.

However, rolling resistance is only one component of the use phase, and we are focusing on other areas of tire development, including weight and aerodynamics, to help reduce carbon emissions during this phase of the tire lifecycle. We are currently in the process of developing technology roadmaps focused on tire weight and rolling resistance, which identify a baseline for our current state as well as the projects we need to prioritize. Additionally, we are collaborating with our customers to understand their sustainability goals and how our technology development aligns and supports those. We will report on those areas and our roadmap development in future reports.

PERFORMANCE AGAINST GOODYEAR'S CLIMATE AMBITION

Overall, Goodyear's Scope 1 and 2 emissions are trending downward, and we have a walk path to our 2030 target. While Scope 3 is still trending upward, Goodyear is building plans and implementing strategies to reach our 2030 target.

	2021 (vs. 2019 Baseline)	2022 (vs. 2019 Baseline)	2023 (vs. 2019 Baseline)	2030 Target (vs. 2019 Baseline)
Scope 1 & 2 Emissions	-9.8%*	-18.1%*	-21.9%*	-46%*
Scope 3 Emissions	+4.7%*	+8.6%*	Pending**	-28%*

*This is restated from our 2022 Corporate Responsibility Report and CDP report. In 2023, we improved our methodology for calculating Scope 1, 2 and 3 GHG emissions. GHG emissions data for 2021 and 2022, as well as our 2019 baseline, is restated to reflect this updated methodology. See GRI 305-1, 305-2, 305-4, and 305-5.

**Pending Scope 3 completion. This will be reported in Goodyear's 2024 CDP response later this year.

Goodyear's Scope 1 reduction is primarily due to transitioning from coal to biomass at our Aurangabad, India, and Bogor, Indonesia, facilities, by reducing the consumption of fuels and through energy efficiency projects. Goodyear's Scope 2 reduction is driven by our increased use of renewable electricity and the reduction of electricity and purchased steam through energy efficiency projects.

For Scope 3 emissions, Goodyear is researching, evaluating and implementing various decarbonization strategies. This includes materials, waste and transport strategies and supplier engagement. Goodyear will continue to report on our progress.

RESILIENCY AND BUSINESS CONTINUITY

In 2023, Goodyear conducted our annual climate-related risks and opportunities materiality assessment, a qualitative scenario analysis and financial impact assessment to identify and prioritize climate-related risks and opportunities relevant to Goodyear's value chain. Details can be found in Goodyear's latest CDP report, published in 2023.

Goodyear's climate-related risks and opportunities are evaluated on an annual basis, sponsored by Goodyear's Chief Sustainability Officer, Chief Risk Officer and Chief Financial Officer. The aim is to ensure an up-to-date view of potential climate-related risks and opportunities in the short, medium and long term, and an understanding of the significance of impacts, including under different climate scenarios. Goodyear then evaluates and potentially adjusts inputs, parameters, assumptions, data and analytical choices annually. Goodyear uses this analysis to evaluate our adaptation and resiliency strategies. Goodyear will continue to report the details of this analysis and strategic responses through our annual CDP reports and upcoming ISSB reports.

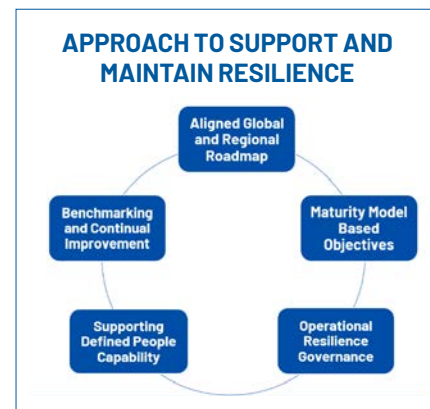
Goodyear is exposed to risks of weather events interrupting our operating facilities around the world. Costs can be incurred in managing interruptions from these events, including sourcing of raw materials, transport of finished goods and property-related repairs. Goodyear can also experience lost revenue where sourcing, manufacturing and transport are compromised.

Goodyear has implemented a robust Business Continuity (BC) strategy focused on supporting the company's operational resilience—minimizing disruptions and impacts from major risk. We use our BC process to minimize impacts and resume operations as quickly as possible. By proactively identifying risks and critical processes, Goodyear can take steps to speed up response and recovery when incidents occur.

Our BC strategy is aligned with Goodyear's business units and focuses on supporting and maintaining resiliency that is supported by a five-pronged approach, which is pictured to the right.

To bring this strategy to life, Goodyear identifies annually our top operational risks by analyzing three components:

- Results from a risk assessment survey completed by our regional manufacturing locations and our global support functions including IT, Sustainability, Environmental Health and Safety, Operations and Procurement
- Actual events and crisis managed during the previous year



- Forward-looking risks as identified by external organizations such as [DRI International](#), the [Business Continuity Institute](#) and the [World Economic Forum](#) and through internal tabletop exercises and industry benchmarking

For 2023, the following operational risks were identified, with strategies developed for each of these areas:

- Natural incidents, including climatological trends
- Facility and infrastructure
- Supply chain resiliency
- IT systems impact
- Geopolitical risk

In developing these strategies, the teams take a risk-based, decision-making approach, which includes reviewing the status of operational risks with leaders monthly and our Governance Committee quarterly and the sharing of best practices regionally.

Goodyear's BC process is aligned with the [DRI International](#) certification in BC. Goodyear utilizes the principles of the DRI Professional Practices—program management, risk assessments, business impact analysis, preparedness, planning testing, external collaboration and communications planning—to continually evaluate our own strategy and identify and address any possible gaps.

In late 2023, we introduced our Property Risk Management Program (PRMP) designed to reduce the likelihood and impact of a loss event at a Goodyear facility and provide a standard process for all risk reduction recommendations globally. The program consists of conducting ongoing site risk assessments, alignment on risk priorities and impacts and a global review of approval of risk reduction processes. In the end, the goal of this program is to have all Goodyear facilities with Highly Protected Risk status. Goodyear has made a \$100 million investment in the PRMP over the next 10 years. We plan to share our progress in this area in future reports.

GOVERNANCE

Our BC strategy is governed by a senior leadership committee—with representatives from Communications, Human Resources, Finance, Procurement, Legal, Manufacturing, Quality, Supply Chain, Sustainability, IT, Environmental, Health and Safety and each regional business unit. The BC team is led by the Director, Global Business Continuity, who oversees BC as a process that is focused on resilience, supported by operational leadership and aligns with both global and regional BC teams. This team meets on a quarterly basis, while regional teams meet on a monthly basis.

Our PRMP is governed at the global level and led by leaders in Global Engineering, Global Manufacturing and Global Risk Management. The PRMP team has representatives from each of our business units as well as individuals from Global Engineering, Global Environmental, Health and Safety, Risk Management and each of our business units.

RESILIENCY AND BUSINESS CONTINUITY

PLAN EVALUATION

We evaluate the maturity of our BC process through an annual Maturity of Excellence process. This evaluation is based on defined actions to elevate performance aligned with the DRI International's Professional Practices framework for maintaining organizational resilience. A three-year forward plan was developed for continuous improvement in regional and global BC maturity. Strategic activities to support operational resilience included training, testing and plan validation.

Education is also a key component of our strategy. We conduct annual training for more than 400 associates whose roles touch Business Continuity. In addition, these associates have a set, collective performance objective focused on active and engaged participation as a functional representative in the BC process.

We also provide insight into the business continuity process, as well as tips to mitigate risk in our personal lives, to our associates via our internal communications channels on a weekly basis.

Additionally, Goodyear's Director, Global Business Continuity, as a member of the Conference Board's Business Continuity and Crisis Communications counsel, exchanges ideas and best practices that could possibly enhance our current strategy and approach.

A LOOK AT 2023 AND LOOKING AHEAD TO 2024

In 2023, Goodyear conducted site- and team-based risk assessments implementing a business impact analysis and BC plans built across all regionals supporting ISO 9001. In addition, we conducted more than 50 business continuity tabletop exercises—where each team walks through their plans, outlines key strategies and gathers feedback to enhance their plans—globally.

There were 119 BC events—including geopolitical events, natural incidents affecting every region, the United Auto Workers strike and impacts to our manufacturing facilities—in 2023. The majority of these incidents were managed in under a week. Incidents not managed within a week include natural incidents such as a tornado that affected our Tupelo, Mississippi, facility. As we experience these events, we cultivate our learnings and share them with our team and incorporate them into our plans, which is reflective of our continuous learning environment.

In 2024, we will remain focused on maintaining resiliency through our continuous improvement approach, which includes benchmarking, training and preparedness planning.

Beyond weather-related events, we build climate change resiliency and adaptation by innovating lower-emissions products and services that may become increasingly attractive as the transport industry decarbonizes, including tires with low-GHG materials and the advanced mobility solutions discussed.



BUSINESS CONTINUITY RESPONSE

On April 1, 2023, our Tupelo, Mississippi, tire plant was impacted by a tornado. No associates were injured. Around-the-clock remediation efforts began immediately. Our team, which included more than 500 local associates, contractors and team members from regional and global functions, were on site in Mississippi to help have the plant up and running safely as soon as possible. Our team worked swiftly and safely to expedite clean-up services that allowed us to access the building to assess the tornado's impact to the building's structure and the equipment inside. By following our BC plan and implementing learnings from previous incidents and our tabletop exercises, the Goodyear team was able to minimize business interruption and resume tire production in Tupelo in early May.

ADVANCED MOBILITY

Advanced forms of mobility—such as fleets, autonomous, connected, electric and sustainable vehicles—are transforming the tire industry and have the potential to make driving safer and more sustainable. Goodyear is positioned for success through our commitments to advanced energy efficiency and safety, both through tire design and digital-based solutions. We are working closely with customers and other innovators to shape this transformation.

We continue to advance our technologies to help our customers reach their emissions reduction and safety goals and to be part of the solution to these global challenges. OEMs, airlines, fleets and others continue to face significant pressure to further reduce vehicle emissions and energy use and increase safety.

Goodyear continues to invest in our Innovation Centers. Goodyear has dynamic vehicle simulators at both of our Innovation Centers in Akron, Ohio, and Luxembourg, giving us full simulator capabilities around the world. Simulated driving enables systematic collection of hundreds of data channels, previously available only by labor-intensive instrumented testing. These efforts will help lead to fewer physical testing iterations and provide a more sustainable testing future.

Tires are the only element of a vehicle that touches the ground. This contact point has the potential to provide important data to the vehicle. Connected tires provide information back to the vehicle with the goal of driving enhanced levels of safety and performance. These innovations are shaping the evolution in mobility.

Goodyear has set a goal that, by 2027, we will reinvent tires and service, delivering data- and sensor-enabled intelligence in all our new products. Goodyear's ability to service commercial fleets is well established, and we have already begun to offer digital connectedness in the form of advanced telematics and predictive analytics technology. With our proprietary algorithm technology, we help fleets predict when their tires need service or replacement, improving overall tire management and maximizing uptime across the fleet. In 2023, we began to work with our OEM and autonomous vehicle customers to implement tire intelligence in customer platforms. For example, we launched a new, tire-mounted sensor with a major OE customer; we continue to outfit customer fleets with deeper levels of tire intelligence; and we have further integrated our tire intelligence suite with a leading provider of autonomous trucking.

THE ELECTRIC VEHICLE (EV) MARKET

With the continued adoption of EVs, we work with our customers and consumers to understand market needs in this space. EVs may have increased tire wear due to the weight and torque associated with these vehicles. This differs from internal combustion vehicles, and as a result, our Technology team

works to develop solutions that deliver on range, while not compromising tire performance. In developing EV tires, our teams focus on tread design, material selection and tire shape to maintain traction and the connection to the road.

In early 2024, Goodyear introduced the **ElectricDrive 2**, an all-season EV tire with 50 percent sustainable materials by weight, improved rolling resistance and long-lasting tread life to maximize performance. The ElectricDrive™ 2 also features **SoundComfort Technology®**, a built-in sound barrier that helps reduce interior vehicle noise often more noticeable with a quieter EV ride, and an asymmetric tread pattern that provides confident handling for wet or dry road conditions.

TIRE INTELLIGENCE

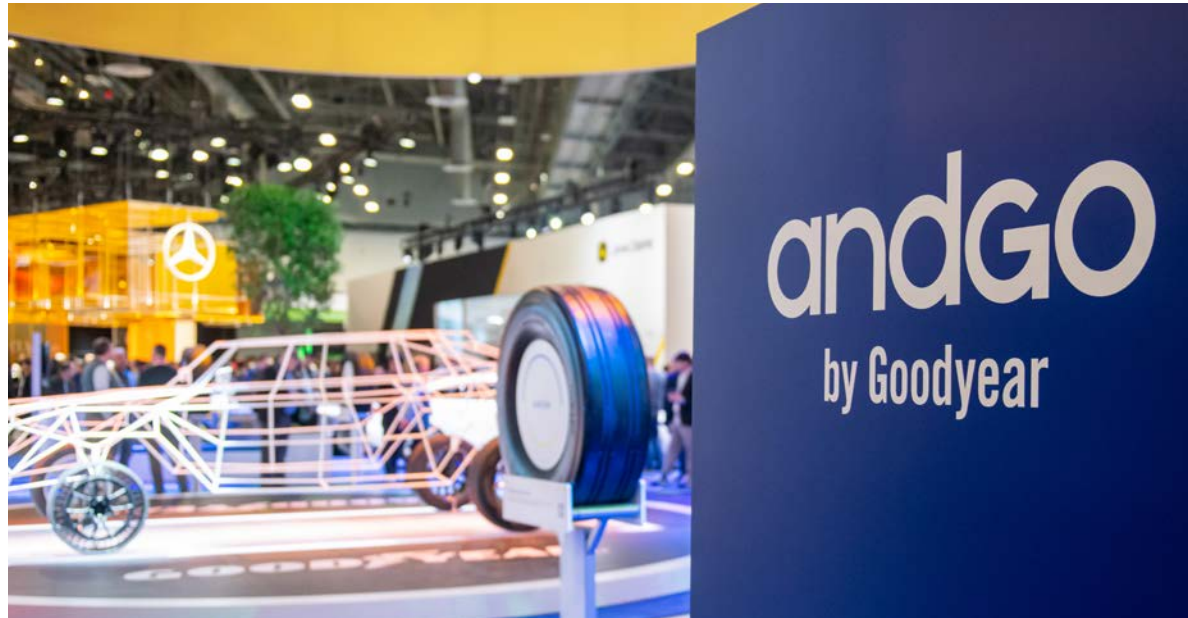
Goodyear SightLine, the company's global tire intelligence platform, is designed to identify and address potential tire-related issues and relay information that only tires can feel. Goodyear is currently working with our customers to see how we can use tire intelligence to collect data that could provide insight into potentially reducing use-phase emissions. For example, monitoring inflation pressure has an impact on rolling resistance, which in turn, could potentially signify a GHG footprint reduction.

For example, in early 2024, **Goodyear and Gatik shared** tire intelligence data regarding road conditions and tire health. This helped Gatik advance its AV controllers with insights about accurate cornering and braking stiffness, rolling resistance and tire load. This data, which is communicated between Goodyear SightLine technology and Gatik's autonomous driving system through a real-time feedback loop, has enabled Gatik to yield numerous performance enhancements.

Goodyear will continue to enhance our tire intelligence and work with our customers to help them receive the insights they need to further increase safety and help reduce GHG emissions. We will continue to examine this space and develop metrics and goals as the technology use continues to expand.



ADVANCED MOBILITY



OTHER ASPECTS SHAPING THE MOBILITY REVOLUTION

AndGo by Goodyear, a vehicle service automation platform that provides full vehicle readiness for consumer and commercial fleets, expanded its capabilities with more than 40 new features and orchestrated nearly 100,000 services in 2023 alone.

AndGo's platform connects vehicles to service providers, such as Goodyear's nationwide footprint, and facilitates services in a connected and seamless way. The platform orchestrates services leading to benefits such as wider service coverage, increased uptime, lower costs, access to new markets and higher revenues for service providers. AndGo supports many kinds of fleets and vehicle types, including car-share fleets, last-mile delivery, electric vehicles and more. The service is scalable and flexible and supports almost any kind of service offered by providers and a variety of fleet sizes, including light- and medium-duty vehicles.

With **Goodyear Mobile Tire Installation**, you can get tires whenever, wherever. Our [Goodyear.com](https://www.goodyear.com) website also provides consumers with the experience to shop and buy tires at a time and location convenient to their schedule, including scheduling an in-store or mobile tire installation.

In the commercial space, our customers value turn-key solutions that minimize downtime and streamline the order, install and repair processes. The commercial Total Mobility platform delivers the right products, a premier service network and complete, connected tire management to make running a fleet easier than ever. In addition to the **Total Mobility** platform, Goodyear **CheckPoint** drive-over readers can help deliver a smoother ride for commercial fleets as they work hard to deliver for their customers. Goodyear CheckPoint is a drive-over-reader device that provides automated tire inspections of tread depth and tire pressure, providing data that enable effective maintenance to keep fleets moving and optimize efficiency.



CIRCULARITY

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RENEWABLE, RECYCLED AND BIO-BASED MATERIALS

At Goodyear, circularity is centered on driving innovation in product, manufacturing, services and business model design; advancing the use of bio-based, renewable and recycled materials; advancing product design to enhance product lifetimes and retreadability and optimized product weight; and advancing product stewardship to enhance or enable circular solutions for tires.

The use of circular materials helps minimize the depletion of natural resources and recaptures materials that would otherwise be discarded. As a tire manufacturer, we consistently work with and examine our value chain to identify new and innovative materials and technologies to promote a circular economy. As we look at circular innovation in our products, we are focused on the multiple design levers that advance product circularity—material inflow, material outflow and dematerialization.

To date, our primary focus has been on the use of renewable, recycled and bio-based material inflows. This work is evident in our demonstration tires, including the 90 percent sustainable-material demonstration tire we unveiled in January 2023. In the 90 percent sustainable-material demonstration tire, we have a seven percent tire-to-tire circularity, as well as 38 percent recycled content. Tire-to-tire circularity refers to transforming materials from end-of-life tires into those that can be used again to make new tires. We continue to explore how we can increasingly demonstrate our capabilities in this space.

Governance of this topic is managed through the *Better Future* Steering Committee, with our Vice President, Technology Development, overseeing our focus areas. Looking ahead, we are committed to identifying new innovations and driving the rise in advanced forms of mobility that utilize circular processes.

In 2020, we announced our goal of introducing the industry's first 100 percent sustainable-material and maintenance-free tire. [We continue to make progress toward that goal.](#)

In 2024, we are establishing goals and metrics for circularity, while identifying specific strategies related to this topic. We will share our progress on these in future reports.

THE USE OF SUSTAINABLE MATERIALS IN OUR PRODUCTS

At Goodyear, we are committed to responsibly managing the materials we use for our operations and products. That includes our efforts to source sustainable natural rubber and increase our sustainable material usage.

Prior to sourcing materials, Goodyear's Product Stewardship team, which is part of Goodyear's Global Sustainability organization, completes supplier reviews that include gathering safety data sheets (SDS) and ensuring the materials comply with all applicable global chemical inventory regulatory standards,

including the European Union's Regulation (EC) No. 1907/2006 concerning Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) and the U.S. Toxic Substances Control Act (TSCA). Goodyear's Global Material Science team approves material specifications. In addition, through their management of change processes, our manufacturing facilities conduct environmental, health and safety (EHS) checks to help ensure safe use and compliance. Goodyear's Procurement and Technology teams manage the governance of materials and sourcing.

Product quality, safety and customer satisfaction are our ultimate goals. We actively seek sustainable material options that deliver product performance while meeting our high standards of quality and safety. To advance Goodyear's sustainable material use, our teams work to investigate new alternative raw materials and incorporate innovative solutions. We also conduct Lifecycle Assessments (LCAs) for our materials to understand and identify potential impacts, including carbon emission, biodiversity and resource depletion. These LCA results help to inform our material selection decisions.

We use the ISO 14021 standard to help guide our definition of a sustainable material. Goodyear actively reviews definitions and standards that continue to mature and currently defines a sustainable material as a bio-based (defined as material of biological origin [Source: ISO 14021]); renewable; or recycled (defined as material that has been reprocessed from recovered [reclaimed] material [Source: ISO 14021]) material; or one produced using or contributing to other practices designed to promote resource conservation and/or emissions reductions, including ISCC PLUS mass-balance (defined as a certification verifying our capability to track the amount and sustainability characteristics of circular and/or bio-based material in the value chain and attribute it based on verifiable bookkeeping.)* We also understand that some innovations have yet to be discovered. We are collaborating with our supply base and new partners to both identify these technologies and opportunities to bring them to scale.

"Bekaert is actively partnering with Goodyear, one of our key global customers, to progress towards our shared sustainability ambition. Bekaert supports Goodyear with high-recycled content products to achieve circularity targets. In parallel, we collaborate on low weight and rolling resistance solutions, which Goodyear has been pioneering to drive holistic CO₂ reduction. Bekaert recognizes the collaborative spirit in sharing learnings and the joint ambition to shape sustainability standards for the tire industry."

- Raj Kalra

Senior Vice President Sales, Marketing & Strategy, Rubber Reinforcement

*Source: www.iscc-system.org/certification

RENEWABLE, RECYCLED AND BIO-BASED MATERIALS

RICE HUSK ASH SILICA

We use a silica product made from residual rice husk ash—a byproduct of rice processing. Rice husk ash (RHA) silica can help deliver performance similar to traditional sand-based silica yet can have lower GHG emissions and can help reduce waste going to landfill. Over the past several years, we have introduced the use of RHA silica in several of our global manufacturing facilities. We have been working closely with our suppliers to explore further expanding the use of RHA silica. In 2023, we more than doubled our use of RHA silica over 2022.

OUR USE OF BIO-BASED OILS

Goodyear has also increased our use of bio-based oils to help us reach our goal of fully replacing petroleum-based oils in our products by 2040. When considering our total sustainable oil usage in place of petroleum-based oils, we maintained our 2022 usage rates. We continue to implement strategies and investigate materials to meet this goal.

One example of this is our use of soybean oil. Goodyear utilizes commodity soybean oil, a surplus that is available beyond food applications, in our polymer and tire manufacturing processes in a variety of ways depending on the application. We have announced sustainability goals around the increased use of soybean oil in our products. We increased our use of soybean oil by 9.9 percent in 2023 over 2022. This goal is supported by the established versatility of the technology, along with the demonstrated performance and processing advantages.

In 2024, we remain committed to continuing to advance the science and technology and conduct research to bring new materials that deliver quality and performance. Our team will also continue to demonstrate its capability and work toward delivering a 100 percent sustainable-material tire by 2030.

“Goodyear is a reliable partner for providing both operational and sustainability support to the City of Durham. The Public Safety sector is the largest consumer of tires in our fleet. To help reduce our environmental impact, we have replaced the majority of these tires with tires that contain soybean oil, which is a proven product. These tires reduce reliance on fossil fuels, lower carbon intensity and increase sustainability for our fleet.”

– **John Ferguson**

Assistant Director of Fleet Management, City of Durham, North Carolina

CONTINUED INNOVATION AND COLLABORATION

In 2023, Goodyear continued to innovate in this space.

First, in May 2023, we announced our **ElectricDrive GT** in size 235/40R19 now includes Monolith carbon black produced by methane pyrolysis in its tread. This is the first tire for sale in the industry to have this type of carbon black produced by Monolith.

Carbon black is a key ingredient in tires, providing compounds in the tires with strength, improved tear resistance and increased abrasion resistance. While traditional carbon black commonly comes from the combustion of fossil fuel oils, Monolith’s plasma-based process takes advantage of renewable electricity to complete methane pyrolysis and results in the output of only carbon and hydrogen, with no combustion required. Methane pyrolysis allows for the splitting of the methane molecule into the constituent elements—carbon and hydrogen.

“Working with innovative partners to incorporate sustainable ingredients is at the core of what we do, and Goodyear has been at the forefront of that mission, we’re excited for the continued product research and development in this industry-leading partnership.”

– **Rob Hanson**

Cofounder and CEO, Monolith

Goodyear plans to explore expanding the use of Monolith carbon black produced via methane pyrolysis across additional product lines in the coming years. We also plan to continue to investigate with Monolith the potential use of new technologies, such as the use of carbon black produced from methane derived from waste sources.

Then, in December 2023, we launched the **EcoReady**, a consumer tire made with 70 percent sustainable materials. This tire—engineered with soybean oil to reduce petroleum-based oil, high-quality rice husk ash silica to help reduce waste going to landfill and sustainably sourced natural rubber—is a result of the hard work and dedication of a cross-functional team of associates from across the organization. Working together, these associates delivered a tire with the industry’s highest level of sustainable material content to date.

Additionally, the EcoReady’s asymmetric tread design provides stability in dry conditions and helps maintain grip in wet conditions, and its unique tread pattern is designed with contoured edges to offer a quieter ride.



The EcoReady was introduced in Dec. 2023.

END-OF-LIFE TIRES (ELT)



Goodyear plays an important role in managing ELT at our own locations and through advancing the reuse of ELT by promoting the proper recovery and reuse of ELT.

However, proper ELT management requires a multi-stakeholder approach because tire replacement often occurs in locations outside of a tire manufacturer's control and ELT management involves many actors along the value chain.

To do our part, Goodyear:

- Promotes the proper management of ELT in our company-owned retail locations
- Conducts research to explore the development of ELT recovery methods and the use of ELT as a raw material to advance product design
- Continues to investigate recycling opportunities beyond current applications
- Actively collaborates with industry peers through TIP and RTTAs to advance industry-wide ELT management systems

The proper recovery and reuse of ELT helps to contribute to a circular economy, where they can be seen as a useful resource. Goodyear is also working to develop ELT as a raw material, promoting a circular process. Goodyear tires may contain recycled materials, such as recycled rubber compounds that may include devulcanized butyl rubber, which has been used by Goodyear for more than 20 years. It comes from used truck tubes and can replace some virgin polymer and carbon black in the liner compound. Other devulcanized rubbers and ground rubbers from ELT can be used in various tire compounds.

A systematic approach to this topic is key. We continue to explore opportunities with partners to advance our expertise and innovation in this area. As a member of the Tire Industry Project (TIP), Goodyear works with other members to advance our work in this space. In 2023, TIP updated the ELT waste hierarchy to reflect evolving tire recycling technologies and ELT markets, highlighting those technologies and markets that have the highest circularity potential. This report will be published in 2024. Additionally, in late 2023, TIP shared its vision of reaching 100 percent ELT recovery by supporting circular economy models.

In addition, tire materials such as steel in bead wire or steel cord may contain recycled content (pre- or post-consumer) where the recycled material may vary. We are exploring additional opportunities to use recycled materials in our tires such as recycled styrene for use in making styrene butadiene rubber. We also continue to investigate traditional recycling processes that provide acceptable properties beyond our current applications and are looking to work with customers to support beneficial reuses of tires.

As we look ahead to 2024, we will further develop our goals and continue to advance our work in the space—exploring collaboration opportunities and developing product roadmaps. We will report progress in future reports.

TIRE AND ROAD WEAR PARTICLES

Tire and Road Wear Particles, or TRWP, are particles produced by the necessary friction to ensure grip between tires and road surfaces during the tire use phase. They are a mixture of tire tread fragments and road pavement materials plus other dirt particles present on the road surface.

As part of the Tire Industry Project, Goodyear sponsors research in the area of TRWP generation, pathways, fate and ecotoxicity. TIP has been studying the potential impacts of TRWP on human health and the environment since 2005. The early research launched by TIP has provided background in terms of identification, quantification and risk assessment of TRWP in different environmental compartments, including air, soil, sediment and water, through the development of new sample collection methods and analytical techniques. As a result of this research, TIP has published numerous peer-reviewed scientific studies on TRWP to date.

TIP continues commissioned research on TRWP conducted by independent research firms and consultants and guided by an advisory panel of academic experts.

The TIP-sponsored, peer-reviewed studies have found that TRWP is unlikely to have a significant impact on human health and the environment; however, TIP and its members are mindful of an evolving scientific understanding of TRWP and continue to support independent research to improve the knowledge base.

In addition, Goodyear engages with stakeholders from legislators, NGOs, academics and other industries as a member of tire trade associations, such as the European Tyre and Rubber Manufacturers' Association (ETRMA) and the U.S. Tire Manufacturers Association (USTMA).

As a member of the [European Tyre & Rim Technical Organization \(ETRTO\)](#), Goodyear also participates in the development of a standardized test to quantify tire particle emissions for regulatory purposes, under the umbrella of the [United Nations Economic Commission for Europe \(UNECE\)](#). Goodyear actively supports efforts to develop a standardized testing method to quantify the particle emissions of tires.

Furthermore, Goodyear is committed to investigating new and emerging tire technologies on TRWP. We are also exploring ways to explore data collection at the end-user level. Goodyear has implemented weight loss measurements in internal and contract fleets in Europe and plans to expand to other regions in the coming years.

In 2024, we will continue to expand our research in this space.

RECENT RESEARCH FROM TIP INCLUDES



[Analytical Method Development and Refinement](#)



[TRWP Aging Study](#)



[TRWP Ecotoxicity Study](#)



[TRWP Mass Balance Modeling](#)



[TRWP Field Sampling](#)

DEMATERIALIZATION

Our focus on dematerialization focuses on three elements—tire longevity, retreading and tire weight reduction. As our strategies continue to evolve in this space, we report on these holistically.

TIRE LONGEVITY AND RETREADING

Tire longevity reduces the number of tires that reach their end of life. This is especially important to Goodyear's fleet customers, who save significant time and labor by replacing fewer tires as well as our electric vehicle customers, who benefit from longer-lasting tires to handle increased torque and weight from electric powertrains.

In 2023, we launched several new products, each with longevity as a benefit, across our North American market.

In the commercial space, we launched the **Cooper WORK Series RHT 2**, which features advanced technology for even treadwear and high scrub resistance to deliver the right mix of efficiency and durability for regional haul trailer tire applications. This tire features low rolling resistance and high scrub tread compound that balances performance, improves wear, helps resist tearing and promotes fuel efficiency. It includes heavy-duty, full-width steel belt construction that promotes durability in spread axle applications while also preserving the casing for retreadability. These tires have advanced tread features and a shoulder profile that helps minimize tearing and chunking in high scrub applications. Finally, it also includes a wear square visual indicator that helps determine the remaining tread on the tire and can assist in detecting wheel alignment issues with the vehicle.

Goodyear introduced the **Urban Max BSAEV** (Bus Service All-Position) tire in 2023. This tire was specially designed in partnership with GILLIG, the leading manufacturer of American-built heavy-duty transit buses. The Urban Max BSAEV is the first Goodyear tire engineered specifically with low rolling resistance for EV transit and metro buses to help extend range* and handle the increased load capacity. This tire delivers a high 10,200-pound load-carrying capacity to help accommodate the increased weight of electric vehicle batteries and has an innovative Low-Rolling Resistance Compound that helps enhance energy efficiency*.

In addition, we introduced the **RangeMax™ RSD® EV**, Goodyear's first electric vehicle-ready tire compatible with EV and gas- or diesel-powered regional work vehicles. The RangeMax RSDEV is Goodyear's best regional drive tire for energy efficiency. Equipped to handle the higher load capacities of EVs, RangeMax RSDEV was engineered to deliver lower rolling resistance than comparable competitor tires* for improved efficiency to fleets regardless of drivetrain.

*Low rolling resistance is one factor that may help extend EV range. Actual range extension may vary and may be impacted by other conditions including weather, proper maintenance, driver behavior and road conditions.

Goodyear continues to conduct research to bring new technologies and innovations into the market that extend the life of a tire.

One process that our Technology team continues to utilize and build upon is retreading. Retreading is a process in which the remaining tread is removed from the tire casing and a like-new tread is applied in its place and then cured so the tire can be reused. This cost-effective option allows fleets to extend the life of their tires, reducing the number of tires in circulation. Most Goodyear commercial tire casings are built with the durability and toughness to withstand more than three retread applications. Retreading is available in the commercial, OTR and aviation markets.

Safety is top of mind, and we continually test our retread products to ensure our retread processes are safe and meet our high standards for performance and quality. In addition, our teams consistently look at new materials and technologies to enhance our retread products.

We collaborate with our customers to help them understand how retreading can potentially help them meet their own sustainability goals. We will continue to work with customers to develop solutions and technologies to achieve their goals. As we look ahead to 2024 and beyond, we plan to explore retreading technologies in other areas of our business, including the possibility of use in the last-mile delivery space.

In 2024, we are working on building key performance metrics and goals related to dematerialization.



DEMATERIALIZATION



TIRE WEIGHT REDUCTION

Tire weight reduction has the potential for end-to-end advantages from raw material consumption, to tire production to the potential of helping to reduce use-phase tire emissions. When we think about how that fits into circularity and more specifically dematerialization, we are focusing on reducing the material inflow into our products, which impacts that entire flow.

We have been working toward a goal of reducing tire weight by nine percent for our global consumer tire portfolio from a 2005 baseline by 2025. In 2022, we exceeded this goal with a 9.4 percent reduction, and **in 2023, we improved on this by achieving a 9.9 percent overall reduction over the 2005 baseline.** To accomplish this, we developed state-of-the-art technology in rubber compounding, tire construction and manufacturing to meet the increasing demand for lighter tires with low resistance. Rubber compounding efforts include testing different methods to process the compound, as well as alternative materials and fillers that could enhance fuel efficiency. For the past decade, Goodyear has applied lightweight technology to many of our tires.

As we look beyond this goal, our Technology, Global Material Science and Sustainability teams are actively looking at developing tire constructions that use new technologies and sustainable materials that carry higher loads at a lower weight, while meeting our high standards for safety and performance. This is especially true as the focus on electric vehicles (EVs) continues to grow, as we are looking at ways to reduce tire weight to help improve the energy usage in EVs.

In addition, we are continuing to work with our customers to understand their needs and find ways to use these new technologies to help them reach their own sustainability goals.

In 2024, Goodyear will leverage a program approach to establish our next level weight reduction targets and drive the creation of and investment in new technologies required to reach them. We will share these targets and the progress we are making toward them in future reports.



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HUMAN AND LABOR RIGHTS

Goodyear promotes the protection of individuals' social and economic well-being through responsible labor practices, protection of human rights within the supply chain and workplace, and prevention of abuse, exploitation and trafficking of humans of any age.

The Goodyear commitment to acting with integrity, honesty and respect reflects how we work and serves as the foundation for our duty to protect and promote human rights across our value chain. Our protection and upholding of human rights are core company values.

Goodyear is committed to respecting, safeguarding and supporting fundamental human rights, in line with internationally recognized human rights standards including the [United Nations Guiding Principles on Business and Human Rights](#), the [OECD Guidelines for Multinational Enterprises](#), and the [International Labour Organization's Declaration of Fundamental Principles and Rights at Work](#) and related conventions.

Our approach to human rights is informed by our understanding and evaluation of the potential risks and challenges as well as opportunities to reduce risk in our operations and value chain.

POLICIES

Our human rights policies and standards reflect our expectations across our value chain. All Goodyear stakeholders, including suppliers and other third parties, are expected to act with respect for human rights, consistent with our human rights policy and standards.

In March 2023, Goodyear implemented our updated [Global Human Rights Policy](#). This policy illustrates that we are fully committed to maintaining an inclusive workplace and value chain that is free of harassment based on a person's gender, race, age, religion, disability, ancestry, national origin, sexual orientation or other characteristics protected by applicable law.

The policy also outlines Goodyear's commitment to the UN Guiding Principles on Business and Human Rights and focuses on:

- Prohibiting forced, indentured, compulsory, slave and child labor;
- Creating safe workplaces;
- Recognizing and respecting freedom of association; and
- Reporting concerns and remediation.

The updated Global Human Rights Policy was published both internally and externally and is linked in our Business Conduct Manual, which all salaried Goodyear associates are required to review and confirm understanding of annually. The updated policy is also included in human rights-related training modules globally. Finally, the Supplier Code of Conduct also incorporates the Human Rights Policy and acceptance of the Supplier Code of Conduct, or an equivalent code of conduct maintained by the supplier, is required of all Goodyear suppliers.

In late 2022, we implemented our Policy on Policy Governance process, which outlines the process by which we prepare, revise, review, approve and make available our company policies. As such our Human Rights Policy is incorporated in our [Business Conduct Manual](#), [Global Zero Tolerance Booklet](#), [Natural Rubber Procurement Policy](#), [Sustainable Soybean Oil Procurement Policy](#), [Retention of Identity Documents Policy](#), [Responsible Recruiting Policy](#) and [Supplier Code of Conduct](#).

Our Natural Rubber Procurement Policy aligns with the [Global Platform for Sustainable Natural Rubber's \(GPSNR\) Policy Framework](#). Our Natural Rubber Procurement Policy applies to Goodyear and our affiliates. The key policy principles guiding Goodyear's actions include:

- Support and protect the rights of workers, including contract, temporary and migrant workers, landowners and local people
- Promote responsible acquisition and management of land that is free from deforestation and land grabbing
- Promote practices that lead to the ability to trace natural rubber through the entire supply chain
- Promote the use of responsible and sustainable production techniques
- Promote the best available growing and harvesting techniques
- Support the livelihoods of smallholders
- Regularly audit and work with our supply chain on policy compliance

HUMAN AND LABOR RIGHTS

GOVERNANCE

Reporting up through the *Better Future* governance structure, the Human Rights Sub-Committee—formerly the Human Rights Steering Committee—was formed in 2021 and is sponsored by our Chief Human Resources Officer and our General Counsel. This sub-committee, led by our Chief Risk Officer and Chief Sustainability Officer, meets on a quarterly basis and is responsible for Goodyear’s human rights strategy. Leaders representing our Procurement, Environmental, Health & Safety, Human Resources, Sustainability and Operations teams provide cross-functional and global perspectives as members of this sub-committee. Additionally, this sub-committee provides regular updates on Goodyear’s approach to human rights to both the Goodyear senior leadership team and Board Committee on Corporate Responsibility and Compliance.

In 2024, the sub-committee plans to identify high-priority topics for the human rights space. We will share those topics in future reports.

Additionally, in 2024, Goodyear plans to form a working group focused on advancing the human rights priorities determined by the Human Rights Sub-Committee and informed by our double materiality assessment. This working group is comprised of Goodyear associates representing Human Resources, Procurement, Environmental, Health & Safety and Legal. We will provide an update on their work in our 2024 Corporate Responsibility Report.

HUMAN RIGHTS EDUCATION AND TRAINING

In 2023, Goodyear launched a human rights education module designed to help Goodyear leaders gain a better understanding of human rights, its impacts, the steps Goodyear is taking to protect and promote human rights and how Goodyear leaders can support these efforts. At the end of 2023, 99 percent of Goodyear leaders completed this module. In early 2024, Goodyear developed and distributed a similar educational training tailored to Goodyear associates.

In addition, all Procurement, Legal, Human Resources and Internal Audit associates globally are provided annual training on human rights designed to help them identify human rights-associated risks, including forced labor, child labor and to report concerns.

STAKEHOLDER ENGAGEMENT

We continue to evaluate expectations and requirements from our customers and other external stakeholders to understand their human rights guidelines and principles. These and other factors inform our due diligence and risk evaluation processes.

DUE DILIGENCE PROCESS

Supporting these policies and standards are various due diligence processes, including vendor management programs and grievance and remedy mechanisms, like the Goodyear Integrity Hotline. We discuss our vendor management programs in our section on [Supply Chain Transparency and Governance](#) and our [Goodyear Integrity Hotline](#) in our [Compliance & Ethics](#) section.

We follow a risk-based approach and work with third parties to help identify risks and opportunities. Taking this kind of approach, which includes conducting a risk analysis, allows us to understand, identify and evaluate the human rights risks in our own business and within our supply chain and to prioritize these risks for further processing. The results of this analysis aid in our decision-making processes regarding working with a supplier.

Any suspicion or confirmed violation of a human rights-related obligation in our own operations or in our supply chain will be carefully investigated, and prompt remedial measures will be taken as appropriate to mitigate / eliminate the violation. Based on the outcome of our risk analysis and the potential alerts raised through the different channels such as our [Integrity Hotline](#), [Compliance & Ethics](#) will coordinate to take remedial measures with our suppliers, which may include additional trainings and review of our Supplier Code of Conduct or other measures. In case these remedial measures are not generating sufficient results, we may decide to end the business relationship with the supplier. The appropriateness and effectiveness of our remediation process will be reviewed and assessed on a yearly basis and on an ad hoc basis, if necessary.

We continually evaluate our processes, and we have begun to build human rights topics into our audit protocols.

At Goodyear, respect for human rights and management of environmental risks is a continuous process in which Goodyear considers the human rights- and environmental-related risks and due diligence obligations, including those of the German Supply Chain Due Diligence Act (SCDDA). Goodyear’s policy statement on SCDDA can be found on [our website](#). As part of our continued efforts in this area, our intent is to assess the processes and methodology developed in the context of the SCDDA for expansion of our due diligence efforts globally.

SAFETY

The health and safety of our associates is paramount. We strive each and every day to have the safest operations in the world, with a goal of zero injuries. Our focus is on promoting a culture of safety, with every Goodyear associate at every level of the organization having a personal responsibility for safety.

OUR APPROACH AND GOVERNANCE

There are four distinct elements of Goodyear's safety strategy—Plant Optimization, Life Saving Practices, Just Culture and Process Excellence.

This strategy is overseen by a governance structure that includes performance, systems maturity and compliance to internal and external requirements. Globally, we have a strategy deployment process where objectives cascade from senior leadership to regional operations to the site level. We have established Safety Steering Committees comprised of both hourly and salary representatives in all regions. Our weekly and monthly operations review process maintains accountability by monitoring performance and progress to our objectives.

Additionally, we have set up escalation protocols for our most serious injuries. This includes requirements for detailed incident investigation, communication, and follow up with regional and global leaders in our Manufacturing, Environmental, Health & Safety (EHS) and Legal functions.

Another example of governance includes our legal compliance audit process. We use third parties skilled in the evaluation of EHS compliance to audit our manufacturing sites on a regular basis. All of our facilities are audited on a regular basis to ensure ongoing compliance with EHS laws and regulations.



OUR STRATEGY

Plant Optimization (P.O.) is Goodyear's manufacturing operating system that is built on the foundation of People and Environmental Care (PEC). Associates are meaningfully engaged in EHS through PEC and interact with other P.O. pillars to continuously build sustainable capabilities. Our P.O. process is critical in creating stability, standards and improvement as we continue to strengthen the connection to process excellence.

We focus our EHS efforts on continuously reducing the risk of serious injuries. We've identified serious injury risks, which we refer to as our Serious Injury Indicators, based on a review of incident history, external benchmarking and industry best practices. In 2023, we formally integrated our Life Saving Practices into all aspects of how we work, including routine internal communications, performance management, daily management system, shop-level audits and interactions, injury investigations, as well in as our global audit process.

By leveraging our P.O. transformation, process excellence focuses on people, methods, machines and materials, ensuring we have adequate standards, processes and systems and helping to identify risks. However, we know identifying risk is not enough, and the team continues to find ways to reduce and eliminate risk in our operations.

PROMOTING A CULTURE OF SAFETY

Goodyear's Responsible Operations Policy underscores the principles that guide us toward continuous EHS improvements. In 2019, we implemented our enhanced EHS Management System aligned to ISO 45001 across all customer-facing operations, including retail and field service support businesses. Additionally, 21 facilities are ISO 45001-certified, along with the 53 Goodyear facilities that are certified to ISO 14001.

We continuously assess associate feedback to help ensure we are creating and promoting a culture of safety. We apply this feedback in a variety of ways, including training our leaders in Just Culture, which helps them to develop skills for positively influencing culture. Our leaders learn to use consistent language that is supported by internal communications, such as posters, videos and digital signs. The training also teaches leaders how to identify risk, provide follow-up and share accountability across all levels.

We have also used technology to provide new insight through mobile device applications for injury prevention, audit and analysis tools in our Retail and Commercial Tire & Service Center operations.

Education and training are key to promoting our culture of safety. In 2023, more than 181,000 hours of EHS training were provided to our associates. Additionally, formal health and safety committees represent 100 percent of our manufacturing associates. We also engage with external experts and stakeholders to inform our strategies and education. This includes working with regional trade associations, direct communication with our customers and collaborating with other manufacturers and organizations on safety best practice sharing.

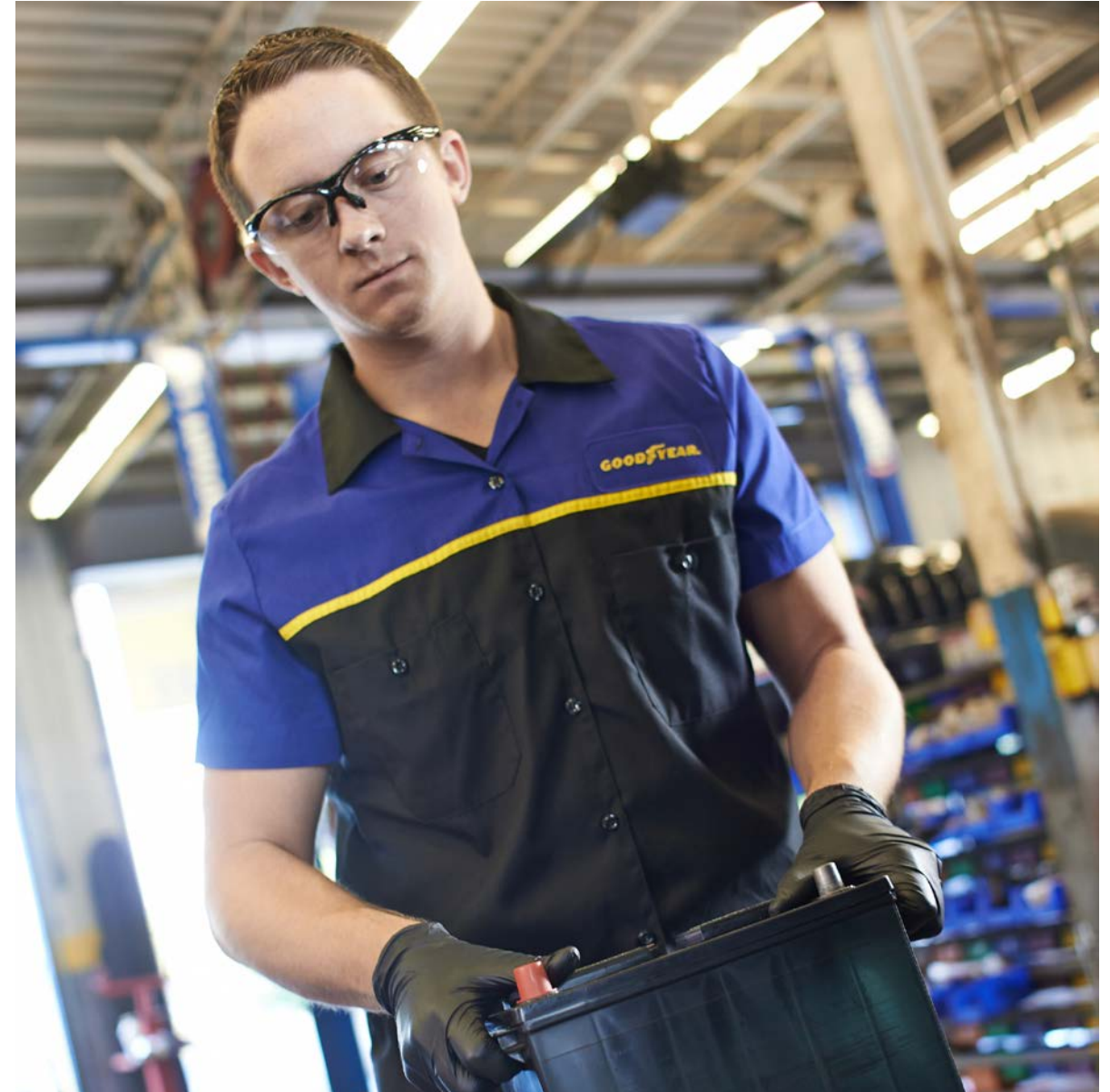
SAFETY

PROGRESS

Goodyear measures our safety progress through both leading and lagging indicators. Leading indicators include corrective actions completion; ergonomic risk reduction; industrial hygiene improvements; EHS management system maturity; associate engagement; Corrective Action/Preventative Action (CAPA) related to audits, inspections and near-miss incidents; and near-miss incident reporting. We also measure Serious Injury (SI) and SI Potential; Total Incident Rate (TIR), injuries that require medical treatment above first aid and restricted/lost-time injuries; contractor injuries; and first-aid injuries.

All incidents, including injuries, illnesses, near misses and property damage, are investigated. Causes are then identified, and corrections developed and implemented. These are captured in our EHS Data Management System for internal escalation, sharing of lessons learned, analysis and data reporting.

We reduced our SIs by 47 percent from 2022 to 2023 and improved our TIR to 1.87 from 2.05 over the same time period. Unfortunately, though, we experienced 20 serious injuries, which we define as injuries that are permanently life altering or life threatening. We remain committed to take actions needed to further our goal of eliminating all serious injuries and fatalities in our workplace throughout our global footprint. Our only goal for serious injuries is zero.



TALENT EXPERIENCE AND DIVERSITY & INCLUSION

Goodyear is committed to attracting, developing and retaining associates through integrated processes and programs designed to create an inclusive culture. Talent Attraction, Development, Engagement and Diversity & Inclusion (D&I) are key focus areas based on our most recent double materiality assessment. As such, we report on how we manage the strategies we have implemented in support of these topics holistically, as opposed to individually.

Our talent lifecycle begins with identifying and attracting the best talent in our industry. We then engage and enable associates to realize their full potential through integrated talent management and learning and development solutions, as well as efforts that support a diverse and inclusive culture, including:

- Supporting associate growth and career development
- Building and preparing future Goodyear leaders
- Engaging and inspiring our associates to deliver for our business and customers
- Fostering an inclusive culture where all associates feel they are heard
- Embedding diversity & inclusion best practices throughout our operations

Our commitment to an inclusive culture is reflected in our [Business Conduct Manual](#) and [Global Zero Tolerance Booklet](#) and evidenced by programs implemented in support of Goodyear's D&I strategy. For example, senior leaders are accountable for our D&I priorities and report progress at least annually to our [Board of Directors](#), and associates receive training and are empowered to embrace unfamiliar cultures, different experiences and unique viewpoints at work. These efforts are essential to our ability to better serve our customers and consumers today and in the future.

We also have a Talent Experience Council that leverages subject matter experts across HR Analytics & Workforce Planning, Talent Acquisition, D&I, Talent Management and Learning & Development. Together, these team members assess needs and determine areas of opportunity, implementing talent strategies and diverse and inclusive practices across the organization that are aligned to the priorities of the business while delivering an enhanced associate experience.

TALENT ATTRACTION

Our Talent Acquisition team, reporting to the Vice President, Talent & Associate Experience, builds and executes unique strategies to attract top talent for all levels of Goodyear roles, from hourly to executive-level positions. The company leverages the Goodyear Employee Value Proposition (EVP)—built from associate feedback—that showcases our culture, values and the unique benefits associated with working at Goodyear. While the global EVP is standard, we customize campaigns based on the unique attributes of our various positions and locations. Our EVP is pivotal to ensuring we attract the right talent.



TALENT EXPERIENCE AND DIVERSITY & INCLUSION



Consistent with Goodyear's desire to be a more diverse and inclusive culture, we use hiring practices that aim to increase the diversity of ideas, experiences and backgrounds represented within the qualified candidate pool. We enhanced our diverse candidate slate requirements for our manager-level and above external hiring and, in 2023, achieved an 87 percent rate of balanced slates to ensure a candidate pool representing diverse backgrounds, identities and experiences. Goodyear takes multiple good faith efforts to identify diverse candidates. In addition, all recruiters in our North and South America regions are AIRS Diversity & Inclusion Certified, furthering the team's ability to build diverse candidate pools while mitigating unconscious bias throughout the hiring process.

Hiring practices also include posting Goodyear job opportunities to diversity-focused career sites and partnering with community organizations, professional associations, trade schools, technical colleges, universities and diversity-focused career events and employment programs.

ASSOCIATE DEVELOPMENT

We invest in our people to help them build their careers, working with them to ensure they have the skillsets required for future success, as well as the guidance, coaching and feedback needed for career advancement within Goodyear.

Goodyear's Performance and Development Process (PDP) drives success for Goodyear and our associates through the creation of clear and measurable annual objectives, supported by ongoing conversations between associates and their managers that foster engagement while supporting performance and career development. The PDP concludes with a year-end performance evaluation and conversation that factor into the ways we reward associates to reinforce strong performance. In 2023, more than 17,300 Goodyear associates participated in our PDP.

Associates are also encouraged to leverage performance and development feedback to create an Individual Development Plan (IDP) focused on the skills, abilities and experience required to achieve short- and long-term career aspirations. More than 7,500 IDPs were entered in Goodyear's Global Talent Management System by our associates in 2023.

Additionally, identifying internal talent for open positions is critical to our talent management and associate development strategy. Associates apply for open roles through Goodyear's career site and regularly update their professional profiles in our talent management system for career advancement opportunities. We take pride in building and promoting internal talent through robust development and succession planning processes. In 2023, 86 percent of our open manager positions were filled by an internal Goodyear associate.

TALENT EXPERIENCE AND DIVERSITY & INCLUSION

LEARNING AND DEVELOPMENT

Building the skills associates need to meet business and professional goals is an essential part of learning and development at Goodyear. In 2023, our salaried associates completed an average of 14.9 hours of training. Associates have access to a variety of global development resources and processes to advance their careers at Goodyear, including:

- Talent Central, a central repository of tools, books and articles for learning, as well as policies and processes, to help associates manage their career and their teams.
- The Goodyear Learning Center (GLC), which houses a collection of 17,000+ courses—developed by internal teams and leading providers—available to all associates, allowing them to identify learning opportunities that support their IDPs. These courses are updated on a continual basis.

As part of our D&I Strategy, we aim to enhance the development and retention of Goodyear associates through mentoring opportunities. In 2023, we laid the groundwork by exploring the current mentoring programs that exist within our Employee Resource Groups (ERGs) and established a mentoring platform, Goodyear Connections. Building upon this work, we will initiate a mentoring program for our ERG members in 2024. Starting with our ERG members allows Goodyear to foster professional growth, improve the connection between ERGs and the business and establishes an infrastructure for future mentoring programs.

We also prioritize development for our Manufacturing associates. Our Process Optimization initiative engages and empowers these associates by focusing on standardized work and improvement processes to emphasize consistency across plants and regions. This is done through ongoing learning experiences and workshops to enhance technical and soft skills.

As noted above, associates receive training and are empowered to embrace unfamiliar cultures, different experiences and unique viewpoints at work.

In 2023, our D&I-focused education and awareness program consisted of the following initiatives aimed at helping associates improve their ability to listen, learn and act in ways that support inclusion:

1. Inclusive Leadership Foundations (ILF): Expanded to include more Goodyear leaders, this workshop delivers unconscious bias training and helps identify and address biases that may occur during recruiting, onboarding, development and succession planning. Since the program's launch in 2021, 78 percent of Goodyear leaders have completed ILF training.

2. Global Microlearning Program: This optional resource for global associates is available online and provides a series of two- to five-minute videos with supporting exercises. The program allows our teams to take lessons at a pace that works best for them and provides suggestions they can immediately put into action.

In addition, our D&I Champions program, where associates drive our D&I strategy deeper into the organization, is progressing in our Asia Pacific region.

LEADER CAPABILITY

Goodyear invests broadly in development aimed at building capabilities vital to leaders. In 2023, we launched our Leading Teams in an Evolving Environment, a training program for our Akron, Ohio-based leaders that provides the tools, techniques and resources to help managers navigate a continually evolving work environment, while fostering greater collaboration and engagement among our teams.

Also in 2023, we identified the need to equip our leaders with easy access to the best knowledge, tools and resources for engaging associates, particularly during times of change. Curated resources were compiled in a central location, helping managers remain focused on the most relevant strategies and practices throughout the year, both in-the-moment as needed and during critical touchpoints, such as performance reviews.



WORKFORCE PLANNING

Goodyear leverages an annual global talent planning process to prepare the next generation of leaders. This helps our business identify future experience and capabilities needed to win, evaluate talent strengths and development needs against these experiences and capabilities, identify successors and coordinate robust development plans focused on helping our leaders reach their full potential.

Complementing these global talent reviews, our Chief Executive Officer and Chief Human Resources Officer annually meet one-on-one with the top leaders in each region and function to align on succession plans and the development actions needed to grow the business and deliver the leader capability required for future success.

Our talent planning process also includes a review of the diversity of our internal talent pipeline to ensure our processes and development opportunities are inclusive of all our associates. During this process, Talent Management and Talent Acquisition work together to proactively identify internal or external diverse talent needed for critical roles—helping the organization have the most qualified talent the market has to offer.

TALENT EXPERIENCE AND DIVERSITY & INCLUSION



EMPLOYEE RESOURCE GROUPS (ERGs)

Goodyear's eight ERGs give us a voice to the different perspectives needed to fuel innovation and foster an inspiring culture. Our ERGs promote an inclusive work environment by offering education, cultural awareness, professional development and volunteer opportunities to associates around the world.

Members partner with our Talent Acquisition team to support campus hiring initiatives. ERG membership also offers professional development and growth, including participation in mentoring opportunities and various educational and development programs tailored to the interests and objectives of the ERG. For those associates with ERG leadership roles, we encourage them to work with their managers to develop an IDP objective that illustrates how ERG leadership helps to build meaningful relationships and further hones indirect leadership including influencing, public speaking and organizational skills.

We honored our ERGs and their value to Goodyear during our annual Global Diversity Awareness Month in October with celebrations that included the 2023 Global ERG Annual Mosaic Awards. The awards spotlight the hardworking associates who make ERGs possible and allow Goodyear to recognize members and allies, share updates on our D&I strategy and come together as One Team to celebrate our achievements.

ASSOCIATE ENGAGEMENT

We are committed to listening to our associates and using their feedback to strengthen our associate experience. Our annual engagement survey provides a channel to solicit global feedback about different elements of the associate experience, helping us understand engagement and the factors that drive it. Regional and functional leadership teams use survey feedback as an input to guide meaningful actions that positively impact the associate experience. Examples of action planning successes since our last survey range from providing training and development offerings to foster career growth in our salaried workforce, to establishing improvements to communication and recognition for our hourly manufacturing and retail associates.

In addition to listening to our associates through our engagement surveys, which we deploy to both our salaried and hourly associates around the globe, we offer an exit survey to global salaried associates who elect to leave Goodyear. Our exit survey helps us better understand our opportunities to attract and retain talent and provides additional insights to consider as we seek to improve our career development, engagement and retention programs. These combined listening activities offer a powerful set of datapoints across the talent lifecycle that help us prioritize where we can be most impactful at enhancing the associate experience.

MEASURING PROGRESS

We measure the improvements we are making across the talent lifecycle using a variety of KPIs including hiring, turnover, promotion rates, succession plans, performance and engagement. D&I is a key element of each of these KPIs. We believe the best way to drive inclusion is to set up robust analytics to measure the reach and impact of our talent attraction, development and learning initiatives and to continually provide insights to ensure we actively work to improve our partnerships, processes and practices to meet our goals for diverse workforce representation and an engaging culture.

Details on our progress can be found in the [Data Table](#).

LOOKING AHEAD TO 2024

In 2024, Goodyear will work to increase standardization across our talent lifecycle to enhance the associate and manager experience.

ASSOCIATE HEALTH AND WELL-BEING

Goodyear's focus on our associates' health and wellness is powered by GoodLife, our global wellness program that embodies a holistic approach to health and well-being for associates and their families.



OUR FOUR PILLARS OF EMOTIONAL, FINANCIAL, PHYSICAL AND SOCIAL HEALTH GUIDE OUR ANNUAL PROGRAMS.



EMOTIONAL WELLNESS - The ability to successfully handle life's stresses and adapt to change and challenging times.



FINANCIAL WELLNESS - The ability to live within your means and manage your money in a way that gives you peace of mind. This includes balancing income and expenses, staying out of debt, saving for the future and understanding emotions as they relate to money.



PHYSICAL WELLNESS - Recognizing the need for physical activity, healthy food and sleep, as well as preventing illness or injury and/or managing chronic conditions.



SOCIAL WELLNESS - The relationships people have and how they interact with others. This involves building healthy, nurturing and supportive relationships as well as fostering a genuine connection with those around you.

GoodLife measures the success of these initiatives through associate engagement and participation in company-provided benefit programs, Employee Resource Groups (ERGs) and special events designed to celebrate Goodyear and our associates. Success with our wellness initiatives helps to ensure our associates are the best version of themselves at both home and work every single day. By reducing unplanned absences and effectively managing life's everyday challenges, our associates can focus on both their work and personal lives.

ENCOURAGING AND SUPPORTING HEALTHY HABITS

We encourage a healthy workforce through voluntary initiatives, a Healthy Choice Incentive, wellness physicals, year-round vaccination clinics and educational programs that support our core pillars.

Our GoodLife Health Center (GLHC) provider administered vaccination and flu shot programs throughout 2023 in all Goodyear locations that offer onsite wellness services. Where onsite clinics are not available, Goodyear partners with local providers to ensure our associates have access to the essential care they need.

In addition to these health offerings, associates have regular access to wellness programs at the GLHC, personal health services and more. We provide an onsite Fitness Center at our global headquarters, as well as in other locations, to ensure associates can maintain a healthy body and mind.

GoodLife also sponsors annual onsite trainings and activities that receive positive feedback from associates and leaders, while driving awareness of Goodyear's commitment to well-being:

- **Cardiopulmonary Resuscitation (CPR) Training:** In partnership with Goodyear Security Services, GoodLife sponsors an annual CPR certification program, training and certifying more than 100 Akron-based associates every year.
- **World Heart Day:** Supporting the global effort to improve cardiovascular education, GoodLife annually observes World Heart Day by offering heart-healthy food and recipes. The positive response resulted in a GoodLife follow-up program where the wellness team provided an expanded selection of healthy snacks, recipes and more.
- Each year, GoodLife partners closely with our Community Engagement team to drive participation in the annual Akron Half Marathon & 10K. We further promote participation in these events by waiving the race registration fee for early registrants. GoodLife also provides first aid kit items for associates to use during our annual Global Week of Volunteering.
- GoodLife promotes a "Know Your Numbers" campaign each year, encouraging associates to engage with their healthcare providers to better understand key metrics related to their individual health and wellness. Through these campaigns and engagement with their care teams, associates have learned of improved ways of managing chronic conditions, but also how to incorporate healthier nutrition and lifestyle behaviors in their daily living.

Our global workforce also has access to Goodyear's Employee Assistance Program (EAP), which provides Goodyear associates and their family members with an array of services, including a focus on strengthening relationships, enhancing communications skills and coping with depression, anxiety, stress, grief and loss, 24 hours a day, seven days a week.

GoodLife and the EAP also conduct tailored training services to different business segments throughout

ASSOCIATE HEALTH AND WELL-BEING

the year to create awareness on the latest trends in identifying potential issues or concerns and how to engage our associates in learning strategies for coping with everyday challenges, both personally and professionally. With over 75 unique programs available from our EAP service provider, we continually strive to optimize the well-being of our associates and their families.

We actively promote the services available to associates through the EAP throughout the year, as we recognize the value it delivers by keeping associates and their families safe and healthy. Whether it is print or digital communication or our physical presence at a benefits fair, our EAP resources are at the core of our service offering to our associates.

MAINTAINING SAFE AND HEALTHY WORKSITES

Safe and healthy worksites are essential to our business, so we regularly assess the measures we have in place to protect our associates.

As part of this commitment, eight manufacturing locations have fully operating GoodLife Health Centers with first-responder teams and fire brigades.

We also provide clinical services at five additional worksites. These services are designed to prevent workplace illness and injury, but in the event something occurs, the GoodLife Health Center staff is there to provide the appropriate care and triage based on the severity of the event. The GoodLife Health Center staff focuses much of their time conducting new hire physicals, hearing conservation tests, injury prevention training and proactive outreach to our associates on the plant floor to ensure both safety and personal well-being are at the forefront of everything they do.

These services help the continued operations of our workforce to help achieve our business objectives but also deliver wellness opportunities that our associates can leverage to improve their personal health.

DELIVERING ROBUST BENEFITS

To meet the needs of our diverse workforce, retirees and their dependents, we offer a robust benefits package with options for full-time and part-time associates, as outlined below and on the next page, for our significant locations of operation (countries with more than 1,000 Goodyear associates). Costs for most benefit plans are shared by both the Company and the associate.

BENEFITS		Americas				Europe, Middle East, Africa					Asia Pacific		
		United States	Brazil	Chile	Mexico - SLP	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Healthcare	Medical Plan	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes
	Dental Plan*	Yes	Yes	Yes	No	No	No	Yes	Yes	No	No	No	No
	Vision Plan	Yes	No	Yes	No	No	No	Yes	Yes	No	No	No	No
Insurance	Life Insurance	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes
	Accidental Death & Dismemberment Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
	Short-Term Disability Insurance	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Long-Term Disability Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Business Travel Accident Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Voluntary Products (Insurance product offered at discount price, no Goodyear contribution)	Yes	No	No	Yes	No	Yes	Yes	No	No	No	Yes	No
Financial	Pension Plan**	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	No
	Healthcare Flex Spending (U.S. only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Healthcare Savings Account (U.S. only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*For those countries listed as "no," medical and dental coverage is provided by compulsory health insurance provided by the government.

** Goodyear provides additional benefits beyond what is required by law.

ASSOCIATE HEALTH AND WELL-BEING

		Americas				Europe, Middle East, Africa					Asia Pacific		
BENEFITS		United States	Brazil	Chile	Mexico - SLP	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Lifestyle	Paid Time Off (Vacation, Sick and Holidays)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Leaves of Absence (Family, Medical, Personal)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Education Reimbursement	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Adoption Assistance	Yes	No	No	No	No	No	No	No	No	Yes	No	Yes
	Discount Tire	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Affiliation Discount (allowing associates to purchase services/products from external vendors including automobiles)	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Relocation Assistance for transferring associates	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	EAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Other	GoodLife Health Centers (onsite medical clinics to specifically handle injuries/illnesses while at work, but can also help accommodate any primary care visits [cold, immunizations, etc.])	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	Yes
	Financial - Interest-Free Loans	No	No	No	No	No	Yes	Yes	No	Yes	No	No	No
	Lifestyle - Meals	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes****
	Lifestyle - Transportation (shuttle bus/allowance)	No	Yes	Yes	Yes	No	No	No	No	Yes	No	Yes	Yes*****
	Healthcare - Medical Check-up	No	Yes	Yes	Yes*	Yes**	No	No	Yes***	Yes***	No	Yes	Yes
Stock Ownership	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*

* Stock Ownership: Eligibility for Long-Term Equity awards based on job level

** Healthcare - Medical Check-up: Legacy cases only based on job level

*** Healthcare - Medical Check-up: Eligibility based on job level

**** Onsite meals subsidized in plants

***** Shuttle transportation subsidized in plants

COMMUNITY ENGAGEMENT

Giving back to and serving the communities in which we live and work is an integral part of Goodyear's culture. In doing this, we seek to build and support collaborative programs that create positive outcomes for people, communities and the world around us.

OUR APPROACH AND GOVERNANCE

Our community engagement strategy is global, with a focus on local implementation. With an understanding that each location is different, we support communities based on local needs and resources through our expertise, time and financial support. This strategy and associated policies are developed at the corporate level and then shared with and customized by our regions and facilities around the world. Our Community Engagement team, which reports to our Chief Communications Officer, provides the necessary tools, resources and guidance to help our locations meet the needs of their respective communities.

ASSOCIATE VOLUNTEERISM – SAFE, SMART, SUSTAINABLE

Our global community engagement strategy and efforts are an extension of our business, and providing our associates with meaningful volunteer opportunities is a key component of this strategy. We regularly share with our associates—through focused communications—how volunteerism helps to create value for both our internal and external stakeholders. In addition, our Community Engagement team works closely with leaders across the organization to build volunteerism-based plans for their respective functions.

Goodyear associates contribute their time and talent year-round helping to improve our communities. We do this by aligning our volunteer programs to our three engagement pillars—Safe, Smart and Sustainable.

Safe: Promoting safe mobility to protect our communities.

Smart: Inspiring students to reach their full potential and prepare for careers.

Sustainable: Supporting environmental and societal needs to help communities thrive.

GLOBAL WEEK OF VOLUNTEERING

Our Global Week of Volunteering is Goodyear's largest community program. In 2023, we saw a 20 percent year-over-year increase in associate participation, compared to 2022. More than 1,800 associates—including field associates and associates from manufacturing facilities and office locations—were inspired this past year to take time to work together to improve our communities over the course of one week. This effort allows us to make collective impact together, while engaging more associates with volunteerism.

Additionally, Goodyear hosts non-profit organizations for professional development workshops on topics including public speaking, computer skills and change leadership. The program utilizes our learning and development resources to offer training at no cost to more than 500 non-profit professionals who may not have the funding for it.



COMMUNITY ENGAGEMENT

MEASURING OUR IMPACT

We continuously look at ways to make our communities stronger and help to build a better future. In 2023, Goodyear associates logged more than 13,400 volunteer hours with 123 non-profit organizations.

Additionally, each year, we set a goal focused on our Global Week of Volunteering. Our goal for 2023 was to grow our Global Week of Volunteering by executing 125 volunteer events in 35 Goodyear locations totaling 6,000 volunteer hours.

WE MET THIS GOAL, WITH ...



For 2024, we are looking to execute 145 projects at 37 Goodyear locations totaling 6,750 volunteer hours.

Lastly, our Community Engagement team leverages the iconic Goodyear Blimp to create value in our community. Each month, we award approximately 10 Blimp ride certificates to local non-profit organizations near our three Blimp bases in Ohio, Florida and California for fundraising use. In 2023, \$430,000 was raised for local nonprofits through this program. We also execute annual Marine Toys for Tots campaigns across the three bases each holiday season. In 2023, the program donated 32,735 toys and raised \$131,872 between the three bases. Our goal is to see annual year-over-year growth for this program. Since 2010, the Goodyear Blimp Toys for Tots events have generated more than 247,000 gifts and over \$650,000.



OUR COMMITMENT TO GIVING BACK

Goodyear will continue to remain steadfast in our commitment to giving back to the communities in which we operate, looking for opportunities to engage in new projects and expand associate volunteerism.



One of the best ways to measure our impact is to hear from our stakeholders who can provide us with insight into the difference our community outreach efforts are making.

Asia Pacific

“Since 2022, Goodyear and CII Foundation’s collaboration in Barnala, Punjab, has directly benefitted over 21,000 farmers in 44 villages. With strategic guidance and active involvement, Goodyear played a pivotal role in reducing stubble burning incidents and fostering environmental conservation and climate action. We are grateful for this impactful partnership.”

-Seema Arora
deputy director general, CII & CEO, CII Foundation

Americas

“Goodyear volunteers bring unique skills and expertise to Akron Children’s Hospital. Having Goodyear employees volunteer at the hospital helps us build stronger ties with the community, increases awareness of our mission and needs and enhances our public image.”

- Shelly Brown
chief development officer, Akron Children’s Hospital

EMEA

“The new playground set up on the walking path encourages families with children to go to the forest, where the path is safer and the air is fresher, compared to the walks alongside the road in the small country town of Duplje, Slovenia. We also see cyclists using the path. Increased visits show us how important it is to energize the people to be active.”

-Fani Vreg
president, Physical Education Association Partizan Duplje, Slovenia

Americas

“We at The University of Akron are incredibly fortunate to have Goodyear as a valued partner in our mission to educate and empower future generations. Their dedication to community engagement extends far beyond the norm. Goodyear volunteers bring invaluable real-world expertise into our classrooms, mentoring our students, and sharing their knowledge. These volunteers help bridge the gap between theory and practice and serve as inspiring role models, showing the power of engaged citizenship. Their passion and commitment are truly instrumental in helping us achieve our mission and prepare our students to become the leaders of tomorrow.”

- Kim Cole
vice president, Advancement and executive director,
Foundation at The University of Akron





SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY

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SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY

At Goodyear, we strive to make an impact through our choice of the materials we use. We are committed to managing sourcing in a way that helps reduce environmental and social impacts and improve our global risk management. Goodyear's sourcing includes direct materials such as: natural and synthetic rubber; fillers; pigments; chemicals and oils; semi-finished goods such as bead wire, steel cord and tire cord fabrics; and indirect items such as services, equipment, maintenance, transportation, energy and utilities.

GOVERNANCE STRUCTURE AND POLICIES

Goodyear's Chief Procurement Officer leads our Procurement team, which manages Goodyear's sourcing for the materials and services we use globally. Together with other Goodyear teams, our Procurement team oversees and implements policies, programs and supplier assessments and audits. In addition, we continuously work to expand Goodyear's requirements to include sustainable sourcing guidelines.

We require our suppliers to comply with [Goodyear's Supplier Code of Conduct](#) or have their own comparable code of conduct and commitments, and we may deny or terminate a business relationship should a supplier not do so. Topics covered in the Supplier Code of Conduct include child labor and other working condition regulations, safety, business ethics, environmental practices and anti-corruption as well as our requirements related to competition law compliance, conflicts of interest and privacy, among other topics.

We also maintain a [Natural Rubber Procurement Policy](#), which aligns with the [Global Platform for Sustainable Natural Rubber's \(GPSNR\) Policy Framework](#). This alignment signals our strong natural rubber supply chain commitments across all aspects of sustainability. Through our Natural Rubber Procurement Policy, we outline our commitment to completing projects that improve livelihoods or yields, and to encouraging even broader efforts to improve living conditions in the communities that support our supply chain. Our current policy for natural rubber procurement builds on our Supplier Code of Conduct by addressing a broad range of sustainability concerns, including protecting the rights of workers and promoting responsible land acquisition and use.

As we continue to increase our use of soybean oil as a replacement for petroleum products, we identified a need to formalize our standards for its responsible procurement. Our [Soybean Oil Procurement Policy](#), published in March 2021, can help guide processors, farmers and all other members of the supply chain to establish practices and make sound environmental and social decisions related to the growing, harvesting and processing of soybeans. As we continue to increase our replacement of petroleum-based oils in our products, we expect to continue the assessment and development of supporting policies and reporting mechanisms, as needed, to help ensure we are responsibly managing our supply chain.

In addition, our work aligns with our [Global Policy on Human Rights](#), which is a key part of our own commitment to ethical and socially responsible business practices.

TRAINING AND EDUCATION

The Global Procurement team provides associate training on topics such as human trafficking, forced and child labor, anticorruption, compliance and strategic sourcing processes. First-year Procurement associates receive approximately 40 hours of procurement-specific sourcing training. Training includes content that helps associates identify potential issues and provides them with the skills and resources to respond appropriately.

In 2023, our Natural Rubber Procurement team completed training on ISO 20400 standards. This training had been delayed in 2022 due to restrictions limiting on-site training.

Activities planned for 2024 also include a requirement that all Goodyear Procurement associates take an annual online training course on human rights issues, which brings awareness to top issues and sets expectations for reporting any known or suspected violations.

NATURAL RUBBER

More than 90 percent of the world's natural rubber is made from latex derived from rubber trees, which Goodyear primarily sources from Southeast Asia and West Africa. The tire industry uses approximately 70 percent of the world's natural rubber, and demand for natural rubber is growing. This raises various social, environmental and economic concerns and opportunities associated with the production of this important commodity. Social and agricultural practices in natural rubber production can vary greatly and can have significant impacts on the livelihood and rights of local people, as well as local ecosystems through potential habitat conversions and reduction of species from deforestation.

SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY

Goodyear does not own any rubber tree plantations, but we have taken actions as purchasers of natural rubber. Our [Natural Rubber Procurement Policy](#) aligns with the [Global Platform for Sustainable Natural Rubber's \(GPSNR\) Policy Framework](#). This alignment signals our strong natural rubber supply chain commitments across all aspects of sustainability. Our Natural Rubber Procurement Policy applies to Goodyear and our affiliates. The key policy principles guiding Goodyear's actions include:

- Support and protect the rights of workers, including contract, temporary and migrant workers, landowners and local people
- Promote responsible acquisition and management of land that is free from deforestation and land grabbing
- Promote practices that lead to the ability to trace natural rubber through the entire supply chain
- Promote the use of responsible and sustainable production techniques
- Promote the best available growing and harvesting techniques
- Support the livelihoods of smallholders
- Regularly audit and work with our supply chain on policy compliance

Additionally, Goodyear is a founding member of [Tire Industry Project \(TIP\)](#), a CEO-led initiative with 10 of the world's major tire companies. Through TIP, Goodyear worked with other stakeholders, including automakers, rubber producers and other end users, to move the natural rubber supply chain toward natural rubber sustainability. TIP members and others launched the [GPSNR](#) in 2018.

Goodyear prioritizes engagement directly within GPSNR Working Groups or indirectly as necessary, as GPSNR facilitates the natural rubber industry's move towards a more sustainable supply chain. In 2023, Goodyear helped fund, through the GPSNR Capacity Building Project, the training of 4,994 farmers in Indonesia to help improve their agricultural practices. Among the 4,994 farmers, 45 percent were women and 21 percent were below 37 years old. With this funding, Goodyear maintained our status of a GPSNR Gold Donor for 2023. Goodyear believes it is important to support GPSNR in its efforts to identify and address capacity-building gaps on the ground within the natural rubber supply chain.

CONFLICT MINERALS

Goodyear does not directly purchase conflict minerals for use in our manufacturing processes; however, some of our tier 1 suppliers incorporate these minerals into components that we purchase from them, such as bead wire. Goodyear conducts due diligence on our supply chain to assess our exposure to risk due to conflict minerals.

Our Supplier Code of Conduct requires that suppliers source minerals, derivatives of minerals and other raw materials in compliance with applicable laws and regulations and in a manner that respects human rights, and that they avoid directly or indirectly financing or benefiting armed groups in the Democratic Republic of Congo (DRC) and/or its adjoining countries. In addition, under the Code, suppliers are

required, from time to time, to (i) certify that all materials and products supplied to Goodyear do not contain tantalum, tin, tungsten, gold or cobalt, or (ii) if they do contain those elements, cooperate with Goodyear to conduct appropriate due diligence, including determining the country of origin and the source, including the applicable smelter, and chain of custody of those elements.

To ensure compliance with our expectations, we also require any supplier with products containing tantalum, tin, tungsten, gold or cobalt to fill out a Conflict Minerals Reporting Template (CMRT) twice a year. We require suppliers to disclose the smelters for those products, and we are a member of the Responsible Minerals Initiative's (RMI) Conflict Free Smelter Program, an industry initiative that audits smelters' due diligence activities. View our most recent Conflict Minerals report [here](#).

MANAGING OUR SUPPLY CHAIN

When managing our supply chain, Goodyear considers all aspects of the supply chain.

Goodyear uses a third-party platform to assess our raw materials suppliers, as well as targeted strategic indirect materials suppliers, around their sustainability commitments, focusing on four pillars—environment; ethics; labor and human rights; and sustainable procurement. Through this process, covered suppliers are required to provide information on policies and programs pertaining to, but not limited to, human rights; employee training; environmental, health and safety; chemical management; hazardous material controls; and waste management. These survey results help position us to take effective action as we determine supply chain opportunities and strategies, as well as to create and implement action and improvement plans when appropriate.

In 2023, we completed an assessment for 98 percent of our raw material spend. We also continued to survey our suppliers of strategic indirect materials, targeting, in 2023, an expansion of the program to 100 of these suppliers with a 100 percent response rate. At year end, we had surveyed 113 suppliers in this category with a 93 percent response rate.

In 2024, we plan to continue to work with suppliers, as needed, to develop agreed upon improvement plans, with the aim to increase the overall sustainability-focused performance of our supply base, as well as continuing to look for opportunities to expand this program to additional suppliers of strategic indirect materials.

Goodyear's Business Continuity and Procurement teams annually conduct an all-category and commodity risk assessment that identifies top raw material supplier risks across our global supply chain. This annual survey considers a wide range of factors, including: procurement spend and volume; supply or supplier alternatives; geographic spend; geopolitical concerns; and emerging laws and regulations. Goodyear reserves the right to request information or access to suppliers' facilities at any time to confirm compliance, including and especially as it relates to human trafficking and modern slavery. In the event of violations, our Procurement team pursues appropriate responses, which may include working with suppliers to create corrective action plans or, in appropriate cases, terminating the relationship. We include audit and corrective action results in our sourcing strategy discussions.

DUE DILIGENCE PROCESS

We follow a risk-based approach and work with third parties to help identify risks and opportunities. Taking this approach, which includes conducting a risk analysis, allows us to understand, identify and evaluate the human rights risks within our supply chain, and to prioritize these risks for further processing. The results of this analysis aids in our decision-making processes regarding our supply base. We may also receive alerts through Goodyear's Integrity Hotline or through other channels.

As noted above, in the event of violations, our Procurement team pursues appropriate responses, which may include working with suppliers to create corrective action plans or, in appropriate cases, terminating the relationship. In addition, based on the outcome of our risk analysis and the potential alerts, including those raised through our [Integrity Hotline](#), our [Compliance & Ethics](#) team coordinates in appropriate cases with respect to review and response to supplier related issues.

More information can be found in the [Human Rights](#) section of this report including our German Supply Chain Due Diligence Act compliance.

With a comprehensive approach to ethics and compliance measures, we work to ensure our own operations do not allow or pose significant risk for either child or forced labor. In accordance with the California Transparency in Supply Chains Act of 2010, Goodyear takes measures to prevent and eliminate forced labor in our direct supply chain, such as the risk-based assessments, supplier audits and procurement trainings discussed above. To develop the baseline for our human trafficking risk assessments, we used the U.S. Department of Labor's (DoL) List of Goods Produced by Child or Forced Labor that categorizes goods by country. Within the tire industry, the production of natural rubber, particularly in Southeast Asia, poses the highest risk of child or forced labor. Goodyear audits all our natural rubber suppliers every two years to ensure our operations are not supporting child or forced labor. In 2023, we conducted either onsite or virtual audits at 100 percent of our supply.



TRACEABILITY

Goodyear's supply chain is complex, and Goodyear is exploring processes and technologies to enhance supply chain traceability, tracking materials along development paths from agricultural production to storage, distribution, processing, manufacturing and more.

GOODYEAR CONTINUED TO LOOK AT ITS NATURAL RUBBER SUPPLY CHAIN.



In 2023, we onboarded new rubber factories into Rubberway.



Currently, 40 percent of our natural rubber is part of that system.



We will continue to engage new suppliers and technologies; assess further capabilities related to traceability; and continue to look at ways to prevent materials from deforested lands from entering our supply chain.

We have a goal of achieving 50 percent raw material spend traceability by 2025. In 2023, we identified a third-party company with whom we plan to run a pilot project with in 2024. The results of this pilot will allow us to determine if this approach can be applied to our raw material supply base going forward. We plan to run the pilot project on two commodities that will cover approximately 20 percent of our raw material spend.

In 2024, we will continue to assess and look at risks, knowing our long-term sustainability goals will guide our work in this space.

LOOKING AHEAD

We plan to continue to invest in our supply chain traceability and establish goals and targets in 2024, and we intend to share our progress toward reaching these goals in future reports. In addition, we plan to continue our work with TIP and GPSNR and to continue to refine and enhance our strategies, if needed, in this space.

Goodyear is aware of the new EU Deforestation Regulation (EUDR) and is preparing for its implementation. It is Goodyear's policy to comply with all applicable laws, including EUDR.



PRODUCT QUALITY

Product quality is the foundation of the Goodyear brand. Our customers and consumers demand high-quality tires, and we continuously work with them to meet their needs and ensure they are satisfied. We aspire to maintain the global tire supplier of choice by providing industry-leading quality, performance and service.

Additionally, our Product Performance Advisory Committee—chaired by our Senior Vice President Global Operations and Chief Technology Officer and comprised of our Senior Vice President and General Counsel; Vice President, Global Quality; Vice President, Global Manufacturing and Supply Chain; Director, Government Compliance and Product Performance; and the President of the applicable strategic business unit—meets to discuss product quality concerns and takes appropriate field action as required.

GOVERNANCE

Quality is touched by every level of the company. We ensure consistent quality through our robust Quality Management System (QMS). Our QMS, defined by our Global Quality leadership team and monitored through a layered process audit system, provides us with a management framework and documents our quality standards, procedures, and best practices that govern and enable our global operations. Our QMS is enforced by our regional Quality teams and executed by the Quality teams at each of our facilities around the world.

QUALITY STRATEGY - Excellence in Quality



Voice of Customer/Consumer

Robust Tire Release

We have processes in place to ensure each tire we produce attains optimal performance and meets our high standards of quality and safety.

Manufacturing Capabilities

We partner with teams throughout and on all manufacturing processes to ensure we are consistently delivering the best product.

Standards and Procedures

We follow industry standards and document processes to continuously provide clarity and understanding.

Regulatory Compliance

We have our own strict standards in place and adhere to all applicable laws and regulations.

Organizational Capabilities

We work collaboratively and promote continuous learning.

OUR STRATEGY

Goodyear continuously improves our QMS through the execution of our Global Quality strategy. There are six elements to Goodyear's quality strategy—voice of the customer and consumer; robust release; manufacturing process capabilities; definition and enforcement of quality process, standards and specifications; regulatory compliance; and organizational/technical capabilities.

Consistency is a key component of our Quality strategy and is achieved through certified adherence to industry-accepted standards. All our facilities are ISO 9001-certified, and our OEM-producing plants are certified to the more stringent automotive IATF 16949 standard as required by certain OE customers.

Training also plays a key role in executing our strategy, and our production associates are trained annually on product quality and safety.

PRODUCT QUALITY



A FOCUS ON CONTINUOUS IMPROVEMENT AND CUSTOMER SATISFACTION

Audits

Manufacturing facility audits—by both local manufacturing facility associates and regional functional experts—are conducted through a structured and layered audit process. Regional audits are conducted either on an annual or semi-annual basis. Facility audit frequencies can range from daily to quarterly depending on which management layer is conducting the audit. External OEM customer auditors and third-party auditors who review adherence to international quality standards, such as ISO 9000, IATF 16949 and AS 9100, complement our internal assessments.

Customer Engagement

We work closely with our OEM customers and receive feedback from them on an annual basis through our internally developed voice of the customer survey. This survey uses a combination of leading and lagging quantitative and qualitative metrics to score overall OEM customer satisfaction, highlighting our priorities and areas of opportunity. In 2023, we received feedback—on topics such as brand reputation, product performance and customer service—from more than 400 customers representing our Americas, EMEA and Asia Pacific regions.

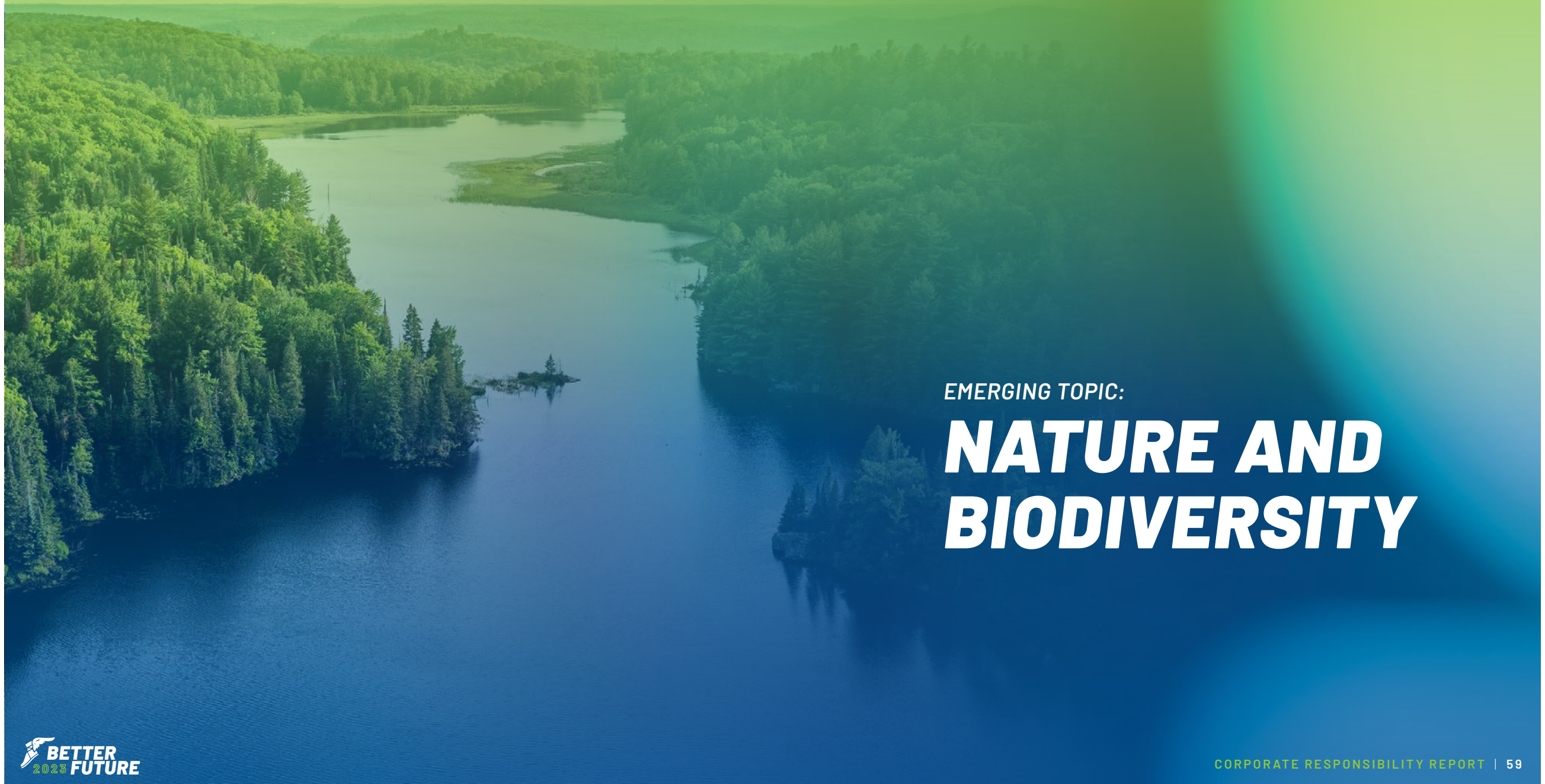
Warranty Cost Per Net Sales

We also measure customer satisfaction through warranty cost per net sales, which is the cost to fulfill warranties compared to net sales. This metric provides a barometer to measure Goodyear’s ability to deliver the full value of our tires from the point of purchase. Goodyear is among the industry leaders in warranty cost per net sales, and 2023 was no different. Our goal is to maintain that status.

	2023	2022	2021
Warranty cost per net sales	0.14%	0.14%	0.22%

LOOKING AHEAD

We will continue to invest in and deliver on our commitment to executing key quality strategies that help us achieve our vision and support our business. In 2024, we will focus on our investment in the automation and digitization of quality systems to enhance our continuous process improvement efforts as well as further advance the execution of our QMS.



EMERGING TOPIC:

NATURE AND BIODIVERSITY

NATURE AND BIODIVERSITY

Goodyear is committed to understanding the potential impacts, dependencies, risks and opportunities our value chain may have on nature and our natural resources, including forests, land, air and water.

Goodyear is an active member of the [WBCSD](#) and [TIP](#). As a WBCSD member, we closely monitor the development of WBCSD's guidance and the related global frameworks. In 2023, Goodyear participated in the WBCSD's Nature Positive Roadmap workstream to learn and inform our strategies.

Goodyear conducted sector-based research to inform our future nature impact assessment using various tools, including [ENCORE](#), [Science Based Targets for Nature's \(SBTN\) materiality assessment](#), and World Wildlife Fund's (WWF) [Biodiversity Risk Filter](#) tool, which determined upstream and operations to have potential nature-related impacts.

Nature and biodiversity tie into many of our other high-priority topics discussed in this report—Climate, Circularity and Supply Chain Governance and Traceability. We will work to further integrate nature and biodiversity assessment insights, governance, strategies and metrics into these other topic-related governance structures.

UPSTREAM

While Goodyear does not own any rubber tree plantations, we have taken actions to support sustainability as a purchaser of natural rubber, as noted in this report and in our [Natural Rubber Procurement Policy](#).

Goodyear is committed to working internally, with our supply chain and with external parties to promote a natural rubber supply chain that is environmentally and socially responsible, helping to reduce impacts on biodiversity.

This includes increasing the traceability of our natural rubber supply chain, supporting the livelihoods of smallholders and promoting the responsible acquisition and management of land that is free from deforestation. Goodyear is an active member of the [Global Platform for Sustainable Natural Rubber \(GPSNR\)](#) and provides funding for the [GPSNR Capacity-Building project](#). This project provides rubber farmers with good tapping practices to stem disease and training to make organic compost to act as a source of nutrients for the soil and a substitute for chemical fertilizers.

Another project is our engagement with [Rubberway](#). By continuing to engage with new suppliers and technologies to assess advancing capabilities related to traceability, Goodyear expands our understanding of location-based impacts, which helps to prevent materials from deforested lands from entering our supply chain.

In our [Sustainable Soybean Oil Procurement Policy](#), we outline how we will work internally, with our supply chain and with external parties to promote a soybean oil supply chain that is environmentally and socially responsible. This includes a supply chain that is free from deforestation and land grabbing, promotes conservation of important vegetation, minimizes impact on biodiversity and local communities and is economically viable.

OPERATIONS

In Goodyear's [EHS Policy](#), we state that we examine our value chain to understand the potential impacts it may have on nature and our natural resources, including forests, water, waste, air and GHG emissions.

In 2023, Goodyear maintained our 100 percent ISO14001 certification rate for all manufacturing facilities. ISO provides requirements on managing environmental topics like air emissions, water usage, waste generation, use of materials and resources, and energy consumption. In addition, Goodyear has established processes and systems to reduce impacts from our operations, such as our Zero Waste to Landfill program and our programs to reduce solvent usage.

OPERATIONAL IMPACTS

Goodyear's Senior Vice President, Global Operations and Chief Technology Officer, oversees the teams that implement our robust approach to operational environmental impacts. This includes our network of global, regional and facility experts in EHS, Sustainability, Engineering and Procurement. Our EHS Policy is the guiding principle for all levels of management, associates, and contractors to continuously improve the safety and health of our workplaces and protect the environment.

We carefully monitor our energy, GHG emissions, water use, and waste and set company-wide and facility-specific goals to reduce our operational impacts and continue to comply with all applicable laws and regulations. In 2023, Goodyear continued the integration of energy management principles through the cross-functional efforts of our Manufacturing, Engineering, Procurement and Sustainability teams.

WASTE AND SOLVENT PERFORMANCE

Goodyear established a Zero Waste to Landfill expectation at our tire and chemical manufacturing plants in 2006. Since then, we have continuously improved our waste management practices by maintaining corporate standards, processes and systems to help ensure the appropriate disposition of our wastes and other materials.

To properly manage and confirm the continued success of our Zero Waste to Landfill program, we have monitoring measures in place, such as waste reports differentiated by waste types and dispositions and a detailed waste vendor approval process.

NATURE AND BIODIVERSITY

We require our waste vendors to comply with our Zero Waste to Landfill program, and we monitor and audit performance to ensure compliance. If we discover any deviation from the program, immediate actions are taken, which can include corrective action plans or the termination of vendor contracts.

We continue to strive to reduce solvent usage and, consequently, solvent emissions at our manufacturing and chemical facilities. We have reduced global solvent use by 36 percent from our 2010 baseline.

RELEASES TO THE ENVIRONMENT

We are committed to reducing the environmental impacts of our manufacturing operations. Our goal is to achieve zero environmental compliance violations, and that includes our reportable releases and notices of violation. In 2023, Goodyear continued to reduce the total number of environmental violations from eight in 2022 to seven in 2023. Details of our performance in this area are outlined in the report's [Data Table](#).

In 2024, we will add additional sub-committees focused on the rapid identification and mitigation of risk in this space as well as develop a global standard to realize systemic improvement to reduce risk. We will report on that standard and our progress in future reports.

WATER PERFORMANCE

Goodyear's production of tires is not a water-intensive process, and we use water primarily for cooling and sanitary purposes. However, we do operate in areas where water stress can be high. Therefore, we strive to continuously reduce our water use. To understand the full breadth of our water footprint, we track water use and water withdrawal data at 51 of our facilities, and we use the [WRI Aqueduct Tool](#) to annually assess water stress, down to the basin level at every location. We have nine facilities in areas exposed to water risks, but those facilities are some of Goodyear's most efficient in terms of water use. Additionally, even though our usage is not substantial in water-scarce locations, we include the WRI assessment results, where relevant, in new project scopes to understand potential project impacts on local water supplies.

Goodyear's goal for water use is to maintain our strong performance at our most efficient facilities while improving water efficiency at our highest-intensity and water-stressed locations. Our facilities in high-stressed locations and the largest water users in each region evaluate their reduction opportunities and implement best practices for continued water savings.

Now that we have incorporated the Cooper facilities into our manufacturing footprint, Goodyear has set a goal to reduce water consumption by 30 percent by 2030 from a 2020 baseline. In 2023, we have continued to make progress in reducing water and have already achieved a 12 percent reduction since 2020.

We source water from public utilities, wells, lakes and streams, of which 27.3 percent (1.790 billion gallons) is from public utilities and 72.7 percent (4.771 billion gallons) is from well and surface waters. To reach our goal, we performed a study at our plants with the highest water use, assessing them for potential water reduction projects and rating priorities. We plan to continue to leverage closed-loop cooling systems, onsite treatment plants and evaporative cooling to capture process water and steam condensate to reuse and reduce the use of water. We will continue to report on our progress in future reports.

LOOKING AHEAD

Goodyear's Global Sustainability team created a Nature and Biodiversity working group, reporting through the *Better Future* Steering Committee, that will leverage this information to inform the company's full nature impact assessment that uses the [Taskforce on Nature-related Financial Disclosures' \(TNFD\) LEAP](#) approach. This impact assessment will identify Goodyear's nature-related impacts and dependencies as well as areas of risks and opportunities within our operations and supply chain. We plan to use the assessment results to set goals and ensure we have the proper ongoing management structure for these topics. This working group plans to work cross functionally with teams such as Procurement, Operations, Engineering and EHS.





PERFORMANCE AND DATA

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HOW WE REPORT

Operational data are reported on owned and leased facilities where Goodyear has operational control. All data reported have been collected from our operations based on standard reporting definitions and requirements. Some data have been reported to governmental agencies that check for accuracy.

Our 2023 Scope 1 and Scope 2 GHG emissions data has been **third-party verified by LRQA**. We track energy intensity and measure our progress at our tire and chemical manufacturing facilities through our global data management system. The system helps improve accuracy and metering to provide energy data. Our energy intensity ratio is calculated using total finished production and includes all sources of energy used in the manufacturing process, including purchased electricity, generated electricity, purchased steam, natural gas, fuel oil, propane, diesel, gasoline, waste fuel, pet coke, coal and biomass.

Goodyear follows **The Greenhouse Gas Protocol**: A Corporate Accounting and Reporting Standard for inventory and emissions. Goodyear also considers the principles and guidance of the World Resources Institute (WRI) and the World Business Council for Sustainable Development's (WBCSD).

According to the WBCSD and WRI, Scope 1 emissions cover direct greenhouse gas emissions from sources that are owned or controlled by the Company. Scope 2 emissions account for indirect GHG emissions from the generation of purchased energy. Reported emissions include all Goodyear manufacturing and non-manufacturing locations where Goodyear has operational control, and direct (Scope 1) and indirect (Scope 2) sources. Scope 3 emissions include all other indirect GHG emissions that occur in connection with the activities of the Company, but from sources not owned or controlled by the Company.

Goodyear's 2019 emissions baseline includes all Goodyear and Cooper manufacturing and non-manufacturing facilities.

REPORTING OUTSIDE OF GHG EMISSIONS

We have developed internal recordkeeping requirements that build on Occupational Safety and Health Administration (OSHA) lagging indicator requirements and internal definitions for leading indicators.

Human Resource (HR)-related data is aggregated and reported as a reflection of the full reporting year. Global percentages are calculated by using the total percent of associate count (not full-time equivalent) and does not include contractors. Temporary employees include internal classifications of either temporary, intern, student, and/or apprentice. All other employees are considered permanent.

This report has been prepared with reference to the GRI Standards. The GRI Standards are the most widely adopted global standards for sustainability reporting. These standards help businesses and governments understand and communicate their impact on a variety of sustainability issues in a common format.

This report has been internally reviewed by the Goodyear team. The review process includes review by our Goodyear high-priority topic and focus areas owners, members of the Goodyear Senior Leadership Team and our Board of Directors' Committee on Corporate Responsibility and Compliance.

FORWARD-LOOKING STATEMENTS

Certain information, including our estimates, forecasts, targets and plans, contained in this report constitutes forward-looking statements that are based upon current expectations and assumptions regarding anticipated developments and other factors. These forward-looking statements are subject to a number of risks and uncertainties and do not represent a guarantee by us of future performance. There are a variety of factors, many of which are beyond our control, that affect our operations, performance, strategy and results, including global demographic and economic trends, energy prices, technological innovations, climate-related conditions and weather events, governmental policies and legislative and regulatory changes, and could cause our actual results and experience to differ materially from the assumptions, expectations and objectives expressed or implied by any forward-looking statements. These 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 the date they are made 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.

GRI CONTENT INDEX

Goodyear has reported the information cited in this GRI content index for the period January 1, 2023, to December 31, 2023, with reference to the GRI Standards.

GRI STANDARD	DISCLOSURE	LOCATION	PAGE
GENERAL DISCLOSURES			
GRI 2: General Disclosures 2021	1. The organization and its reporting practices		
	2-1 Organizational details	An Overview of Our Business; Global Presence Legal name: The Goodyear Tire & Rubber Company Type of Company: Public Location of headquarters: Akron, Ohio, USA	
	2-2 Entities included in the organization's sustainability reporting	About This Report; Global Presence; 2024 10-K, pgs. 1-5 (Exhibit 21.1)	
	2-3 Reporting period, frequency and contact point	About This Report; Reporting period: January 1, 2023, through December 31, 2023 Reporting cycle: Annual Publication date: June 27, 2024 Contact point for questions regarding the report: Darcy Robison, Vice President, Chief Sustainability Officer (darcy_robison@goodyear.com)	
	2-4 Restatements of information	<ul style="list-style-type: none"> The 2022 data for 2-8 has been updated from 1,898 to the actual number of contractors. Previous number was representative of only North America and is now expanded to represent global contractors. The total number of facilities reported in 205-1 for 2022 was incorrect and restated. We restated our energy and emissions data for years 2021-2023, which is now inclusive of our manufacturing and non-manufacturing operations. Our Scope 1 and 2 greenhouse gas (GHG) emissions data has been third-party verified. 	N/A
	2-5 External assurance	Our Scope 1 and 2 greenhouse gas (GHG) emissions data has been third-party verified .	N/A
	2. Activities and workers		
	2-6 Activities, value chain and other business relationships	An Overview of Our Business; Global Presence; Climate; Advanced Mobility; Circularity; Supply Chain Governance and Transparency; Data Table; 2024 Proxy Statement, pgs. i-ii; 2024 10-K, pgs. 2-5	
	2-7 Employees	About Goodyear; Data Table	
	2-8 Workers who are not employees	About Goodyear; Data Table	
	3. Governance		
	2-9 Governance structure and composition	Corporate Responsibility Framework and Governance; 2024 Proxy, pgs. 1-4 and 6-12; Corporate Governance	
2-10 Nomination and selection of the highest governance body	Corporate Governance; 2024 Proxy Statement, pgs. 5-8		
2-11 Chair of the highest governance body	Corporate Governance; 2024 Proxy Statement, pg. 2; Board of Directors and Executive Officers Conflict of Interest Policy		
2-12 Role of the highest governance body in overseeing the management of impacts	Stakeholder Engagement; Corporate Responsibility Framework and Governance; 2024 Proxy Statement pgs. 3-4 and 8-14; 2023 CDP Climate Change Response pgs. 2-5		

GRI CONTENT INDEX

GRI 2: General Disclosures 2021	2-13 Delegation of responsibility for managing impacts	Corporate Responsibility Framework and Governance		
	2-14 Role of the highest governance body in sustainability reporting	How We Report; 2024 Proxy Statement pgs. 13-14 ; The Board of Directors has the opportunity to review, provide feedback, and approve Goodyear's Corporate Responsibility Report annually prior to publication.	N/A	
	2-15 Conflicts of interest	Board of Directors and Executive Officers Conflict of Interest Policy	N/A	
	2-16 Communication of critical concerns	2024 Proxy Statement, pg. 15; Compliance & Ethics ; Goodyear discloses all material matters in our public filings with the Securities and Exchange Commission.	N/A	
	2-17 Collective knowledge of the highest governance body	Corporate Responsibility Framework and Governance		
	2-18 Evaluation of the performance of the highest governance body	2024 Proxy Statement pg. vi Annual internal self-assessment If relevant actions are identified they will appear in Goodyear's Proxy Statement	N/A	
	2-19 Remuneration policies	2024 Proxy Statement, pgs. v and 28-49	N/A	
	2-20 Process to determine remuneration	2024 Proxy Statement, pgs. iii-vi, 8-12, 23 and 25-54	N/A	
	4. Strategy, policies and practices			
	2-22 Statement on sustainable development strategy	Leadership Message		
	2-23 Policy commitments	Compliance & Ethics; Human Rights; Supply Chain Governance and Transparency Precautionary principle or approach: Although Goodyear does not formally follow the precautionary principle, we assess environmental risks across our operations.		
	2-24 Embedding policy commitments	Compliance & Ethics; Human Rights; Supply Chain Governance and Transparency; Data Table		
	2-26 Mechanisms for seeking advice and raising concerns;	Integrity Hotline; Compliance & Ethics		
	2-27 Compliance with laws and regulations	Goodyear discloses all material matters in our public filings with the Securities and Exchange Commission. For environmental compliance, please see the data reported under our emerging topic "preservation of nature and biodiversity."		
2-28 Membership associations	Memberships			
5. Stakeholder Engagement				
2-29 Approach to stakeholder engagement	Stakeholder Engagement			
2-30 Collective bargaining agreements	Data Table; 2024 10-K, pgs. 5-6			

GRI CONTENT INDEX

Compliance & Ethics			
GRI 205: Anti-corruption 2016	205-1 Operations assessed to risk related to corruption	Data Table	
	205-2 Communication and training about anti-corruption policies and procedures	Data Table	
	205-3 Confirmed incidents of corruption and actions taken place	Goodyear discloses all material matters in our public filings with the Securities and Exchange Commission. Allegations of corruption/bribery are formally investigated to conclusion. The investigation results are provided to pertinent stakeholders for remediation and corrective action.	N/A
GRI 206: Anti-competitive behavior (2016)	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Business Conduct Manual, pgs. 38-42; Compliance & Ethics	
GRI 402: Labor management relations (2016)	402-1 Minimum notice periods regarding operational changes	Goodyear complies with applicable rules, regulations and notice requirements as required by law.	
GRI 406: Non-discrimination (2016)	406-1 Incidents of discrimination and corrective actions taken	Business Conduct Manual, pg. 54; Global Human Rights Policy	
GRI 407: Freedom of association and collective bargaining (2016)	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Global Human Rights Policy; Supplier Code of Conduct, pgs. 1-2	
GRI 415: Public Policy (2016)	415-1 Political Contributions; Compliance & Ethics	2023 Political and Lobbying Contributions	
Non-GRI Key Performance Indicators	% of associates who have completed Business Conduct Manual training	Data Table	

GRI CONTENT INDEX

MATERIAL TOPICS		
GRI 3 Material Topics 2021	3-1 Process to determine material topics	Stakeholder Engagement; Materiality
	3-2 List of material topics	<p>Stakeholder Engagement; Materiality</p> <p>List of Material Topics: Health and safety Product quality and safety Energy efficiency, low-GHG-emissions fuels and renewable energy Reduction of waste Preservation of nature and biodiversity Business resiliency Low-GHG-emissions materials Renewable and recycled materials Reuse solutions for tires Protection of human health and rights Supplier ESG commitments Supplier due diligence Traceability Reduction of tire weight Tire energy efficiency Tire longevity and emissions Low-GHG-emissions products, services and infrastructure Access to advanced mobility solutions Diversity & inclusion Talent attraction, development and engagement Associate health, safety and well-being Community engagement</p> <p>In 2022, Goodyear, under the leadership of the <i>Better Future</i> Steering Committee and in collaboration with a third party, conducted our latest materiality assessment to identify and define the sustainability topics that are viewed as high priority to Goodyear and our stakeholders. Please see our Materiality section for more information.</p>
CLIMATE - DECARBONIZATION, ADAPTATION AND RESILIENCY		
Energy efficiency, low-GHG-emissions fuels, and renewable energy		
GRI 3: Management Approach 2021	3-3 Management of material topics	Energy
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Energy; Data Table
	302-3 Energy intensity	Energy; How We Report; Data Table
	302-4 Reduction of energy consumption	Energy; Data Table; Established Goal Summary

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GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Climate; Data Table	
	305-2 Energy indirect (Scope 2) GHG emissions	Climate; Data Table	
	305-4 GHG emissions intensity	Climate; Data Table	
	305-5 Reduction of GHG emissions	Climate; Progress Toward Goals; Established Goals Summary	
Non-GRI Key Performance Indicators	Percentage grid electricity	Data Table	
	Percentage renewable electricity	Data Table	
Reduction of tire weight and tire energy efficiency			
GRI 3: Management Approach 2021	3-3 Management of material topics	Climate; Dematerialization	
GRI 302: Energy 2016	302-5 Reductions in energy requirements of products and services	Climate; Dematerialization; Data Table; Progress Toward Goals	
Low-GHG emissions materials			
GRI 3: Management Approach 2021	3-3 Management of material topics	Climate; Circularity	
GRI 204: Procurement Practices 2016	204-1 Percent procurement spend on raw materials from local suppliers	Data Table	
GRI 305: Emissions 2016	305-3 Other indirect (Scope 3) GHG emissions	2023 CDP Climate Change Response pgs. 39-43	
Low-GHG emission products, services and infrastructure			
GRI 3: Management Approach 2021	3-3 Management of material topics	Climate	
GRI 305: Emissions 2016	305-3 Other indirect (Scope 3) GHG emissions	2023 CDP Climate Change Response pgs. 39-43	
Business resiliency			
GRI 3: Management Approach 2021	3-3 Management of material topics	Resiliency and Business Continuity	

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Non-GRI Key Performance Indicators	Number of business continuity incidents	Data Table	
	Number of Goodyear facilities located in coastal or flood zones	Data Table	
Access to advanced mobility solutions			
GRI 3: Management Approach 2021	3-3 Management of material topics	Advanced Mobility	
CIRCULARITY			
Renewable and recycled materials			
GRI 3: Management Approach 2021	3-3 Management of material topics	Climate; Circularity	
GRI 301: Materials 2016	301-1 Materials used by weight or volume	Data Table	
	301-2 Recycled input materials used	Data Table	
Reuse solutions for tires and tire longevity and emissions			
GRI 3: Management Approach 2021	3-3 Management of material topics	End-of-Life Tires	
GRI 301: Materials 2016	301-3 Reclaimed products and their packaging materials	End-of-Life Tires; TIP ELT studies; Little to no packaging associated with reclaiming tires.	
GRI 305: Emissions 2016	305-3 Other indirect (Scope 3) GHG emissions	2023 CDP Climate Change Response pgs. 39-43	
Reduction of waste			
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Nature and Biodiversity; Waste and Solvent Performance; End-of-Life Tires (ELT); TIP ELT studies	
	306-2 Management of significant waste-related impacts	Nature and Biodiversity; Waste and Solvent Performance; End-of-Life Tires (ELT); TIP ELT studies	
	306-3 Waste generated	Data Table	
	306-4 Waste diverted from disposal	Data Table	
	306-5 Waste directed to disposal	Data Table	

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HUMAN & LABOR RIGHTS			
Protection of human health and rights			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Governance and Transparency; Human Rights; Compliance & Ethics	
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Human Rights	
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Human Rights	
GRI 412: Human Rights Assessment 2016	412-2 Employee training on human rights policies or procedures	Data Table	
	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	Data Table; There were no significant investment agreements in 2023. We define and assess significant investment agreements in line with the reporting recommendations of GRI 412-3.	
Diversity & inclusion			
GRI 3: Management Approach 2021	3-3 Management of material topics	Talent and Experience and Diversity & Inclusion	
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	Data Table	
Non-GRI Key Performance Indicators	% of U.S. workforce self-identified as: Black or African American Latino or Hispanic American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander White Two or More Races Not Specified	Data Table	
	Number of ERG members and members globally	Data Table	
	Number of ERG chapters and members globally	Data Table	
	% of recruiters who are AIRS Diversity & Inclusion Certified (Americas & Executive team)	Data Table	
	% of military veterans in GY's U.S. workforce	Data Table	

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Talent attraction, development, and engagement			
GRI 3: Management Approach 2021	3-3 Management of material topics	Talent Experience and Diversity & Inclusion	
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Data Table	
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Data Table	
	404-2 Programs for upgrading employee skills and transition assistance programs	Talent Experience and Diversity & Inclusion	
	404-3 Percentage of employees receiving regular performance and career development reviews	Talent Experience and Diversity & Inclusion	
Non-GRI Key Performance Indicators	Total amount of money spent on training during the reporting period (USD)	Data Table	
	Number of associates who completed the formal two-week Plant Optimization Academy	Data Table	
	Number of associates who completed Plant Optimization Academy e-learning courses	Data Table	
	% of open positions filled by internal candidates	Data Table	
Associate health, safety, and well-being			
GRI 3: Management Approach 2021	3-3 Management of material topics	Associate Health and Well-being	
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Associate Health and Well-being	
GRI 403: Management Approach 2018	403-1 Occupational health and safety management system	Safety	
	403-2 Hazard identification, risk assessment, and incident investigation	Safety	
	403-3 Occupational health services	Safety; Associate Health and Well-being	
	403-4 Worker participation, consultation, and communication on occupational health and safety	Safety; Data Table	
	403-5 Worker training on occupational health and safety	Safety	

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GRI 403: Management Approach 2018	403-6 Promotion of worker health	Associate Health and Well-being	
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Safety	
GRI 403: Occupational Health and Safety 2018	403-8 Workers covered by an occupational health and safety management system	Safety; Data Table	
	403-9 Work-related injuries	Safety; Data Table	
	403-10 Work-related ill health	Safety; Data Table	
Community Engagement			
GRI 3: Management Approach 2021	3-3 Management of material topics	Community Engagement	
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	Community Engagement; Data Table	
	413-2 Operations with significant community engagement, impact assessments, and development programs	Overview of Our Business; Global Presence; Data Table	
Non-GRI Key Performance Indicators	Percentage of corporate citizenship/philanthropic contributions used for charitable donations	Data Table	
	Percentage of corporate citizenship/philanthropic contributions used for community investments	Data Table	
	Percentage of corporate citizenship/philanthropic contributions used for commercial initiatives	Data Table	
SUPPLY CHAIN GOVERNANCE & TRANSPARENCY			
Supplier ESG commitments and due diligence			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Governance and Transparency; Human Rights	
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Data Table	
	308-2 Negative environmental impacts in the supply chain and actions taken	Data Table	
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Data Table	
	414-2 Negative social impacts in the supply chain and actions taken	Data Table	

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Non-GRI Key Performance Indicators	Number of suppliers audited	Data Table	
	Number of supplier facilities audited	Data Table	
	Percentage of suppliers audited in compliance with code of conduct (or audit standard)	Data Table	
	Percentage of current suppliers with corrective action plans that have improved their ESG performance within 12 months of the plan's launch	Data Table	
	Climate commitments	Climate	
Traceability			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Governance and Transparency; Human Rights	
Preservation of nature and biodiversity			
GRI 3: Management Approach 2021	3-3 Management of material topics	Nature and Biodiversity; Water Performance; Waste and Solvent Performance; Releases to the Environment; Safety	
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	Water Performance; 2023 CDP Water Response	
	303-3 Water withdrawal	Data Table; 2023 CDP Water Response	
	303-5 Water consumption	Data Table; 2023 CDP Water Response	
GRI 305: Emissions 2016	305-6 Emissions of ozone-depleting substances (ODS)	EHS Policy; Goodyear is in the process of re-assessing the environmental data tool to systematically allow the tracking air emissions in the future	
	305-7 NOx, SOx, and other significant air emissions	EHS Policy; Goodyear is in the process of re-assessing the environmental data tool to systematically allow the tracking air emissions in the future	
GRI 307: Environmental Compliance 2016	307-1 Non-compliance with environmental laws and regulations	Data Table	
Non-GRI Key Performance Indicators	CDP Water score	Data Table; 2023 CDP Water Response	
	% reduction in use of solvents	Data Table	
	Number of environmental compliance violations (notices of violation and reportable releases)	Data Table	
	% of tire and chemical manufacturing facilities with ISO 14001 certification	Data Table	

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Product quality and safety

GRI 3: Management Approach 2021	3-3 Management of material topics	Product Quality	
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	Data Table	
	416-2 Incidents of non-compliance concerning product health and safety	Data Table	
GRI 417: Marketing & Labeling 2016	417-1 Requirements for product and service information and labeling	Data Table	
	417-2 Incidents of non-compliance concerning product information and labeling	Data Table	
	417-3 Incidents of non-compliance concerning marketing communications	Data Table	
Non-GRI Key Performance Indicators	% warranty cost per net sales	Customer Satisfaction Performance; Data Table	
	% of plants with quality certification (ISO 9001, IATF 16949, etc.)	Data Table	
	Number of recalls issued during performance period	Data Table	
	Number of units recalled during performance period	Data Table	

DATA TABLE

GENERAL DISCLOSURES					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
2-6	Financial performance	Annual revenue (net sales)(million USD)	\$20,066	\$20,805	\$17,478
		Net income [loss](million USD)	\$(689)	\$202	\$764
		Total assets (million USD)	\$21,582	\$22,431	\$21,402
		Total liabilities (million USD)	\$16,745	\$16,965	\$16,218
		Total shareholders' equity (million USD)	\$4,837	\$5,466	\$5,184
	Tire units sold (million)	Global total	173.3	184.5	169.3
		Americas	87.3	95.0	85.9
		Europe, Middle East, Africa	49.9	55.1	52.7
		Asia Pacific	36.1	34.4	30.7
	Number of manufacturing facilities (tire, development, chemical, molds, retread, mix)	Global total	57	57	57
		Americas	29	29	29
		Europe, Middle East, Africa	18	18	18
		Asia Pacific	10	10	10
	Number of non-manufacturing facilities globally	Major offices (headquarters, development, innovation, purchasing)	9	9	9
		Retail	950	950	1,000
		Distribution	300	300	300
		Tire retreading	40	40	50
		Proving grounds	7	7	8
		Airship operations	3	3	3
2-71 ¹	Number of associates	Global total (excludes contractors and includes associates on leave of absence)	68,905	71,377	59,984
	% of associates- Male	Global percentage	87%	87%	87%
	% of associates- Female	Global percentage	13%	13%	13%
	% of associates- Gender not specified	Global percentage	0%	0%	0%
	% of associates- Permanent	Global percentage	99%	99%	99%

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

2-71 ¹	% of associates- Temporary	Global percentage	1%	1%	1%	
	% of associates- Full-time	Global percentage	99%	99%	99%	
	% of associates- Part-time	Global percentage	1%	1%	1%	
	% of associates- < 30 year old	Global percentage	20%	21%	19%	
	% of associates- 30 - 50 year old	Global percentage	56%	55%	56%	
	% of associates- > 50 year old	Global percentage	24%	24%	25%	
	Male	Total associates		59,789	61,874	51,974
		Permanent associates		59,253	61,199	51,328
		Temporary associates		536	675	646
		Full-time associates		59,198	61,435	51,651
		Part-time associates		591	439	323
	Female	Total associates		9,092	9,462	7,959
		Permanent associates		8,855	9,213	7,720
		Temporary associates		237	249	239
		Full-time associates		8,810	9,188	7,703
		Part-time associates		282	274	256
	Gender not specified	Total associates		24	41	51
		Permanent associates		22	40	51
		Temporary associates		2	1	0
		Full-time associates		24	40	50
		Part-time associates		0	1	1
	Americas	Total associates		36,662	36,956	29,404
		Permanent associates		36,298	36,570	29,027
		Temporary associates		364	386	377
		Full-time associates		36,218	36,664	N/A ²
Part-time associates			444	292	N/A ²	

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
²Started reporting in 2022

DATA TABLE

2-71 ¹	Europe, Middle East, Africa	Total associates	21,857	23,460	21,812
		Permanent associates	21,559	23,046	21,449
		Temporary associates	298	414	363
		Full-time associates	21,448	23,057	N/A ²
		Part-time associates	409	403	N/A ²
	Asia Pacific	Total associates	10,386	10,961	8,768
		Permanent associates	10,273	10,836	8,623
		Temporary associates	113	125	145
		Full-time associates	10,366	10,942	N/A ²
		Part-time associates	20	19	N/A ²
2-8	Global	Number of workers who are not employees and whose work is controlled by the organization. Goodyear engages with these associates through a third-party employment agency. Scope of work is related to manufacturing and/or non-manufacturing activities unless otherwise noted. These numbers are Full-Time Equivalents and not number of workers.	4,289	4,510 ³	N/A ²
2-30	Global	% of associates covered by collective bargaining agreements	58%	58%	60%
Non-GRI	Area of manufacturing facilities [tire, development, chemical, molds, retread, mix](thousand sq. ft.) ¹	Global total	56,098	56,672	46,403
		Americas	27,016	26,973	21,418
		Europe, Middle East, Africa	18,222	18,979	17,207
		Asia Pacific	10,860	10,720	7,779
	Total weight of products produced (metric tonnes) Includes Tire, Chemical, Retread, Bladder, Mold, Semifinished Products Exported and Other Production	Global total	3,638,000	3,977,000	3,944,000
		Americas	2,154,000	2,365,000	2,376,000
		Europe, Middle East, Africa	940,000	1,071,000	1,058,000
		Asia Pacific	544,000	543,000	510,000

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
²Started reporting in 2022 | ³Restated and noted in 2-4

DATA TABLE

ETHICS					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
205-1 ¹	Operations assessed for risks related to corruption	Total number of operations assessed for risks related to corruption	1,366	1,366 ³	1,427
		Percentage of operations assessed for risks related to corruption	100%	100%	100%
205-2 ¹	Total number of governance body members communicated to about anti-corruption	Global total	15	12	14
		Americas	14	11	13
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia Pacific	1	1	1
	% of governance body members communicated to about anti-corruption	Global total	100%	100%	100%
		Americas	100%	100%	93%
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia Pacific	100%	100%	7%
	Total number of employees communicated to about anti-corruption	Global total	68,905	71,377	59,984
		Americas total	36,662	36,956	29,404
		Europe, Middle East, Africa total	21,857	23,460	21,812
		Asia Pacific total	10,386	10,961	8,768
		Salaried associates	17,767	18,920	17,030
		Hourly associates	51,138	52,457	42,954
Management		5,142	5,280	4,865	
Individual contributors	63,763	66,097	55,119		

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
³Restated and noted in 2-4

DATA TABLE

205-2 ¹	% of employees communicated to about anti-corruption	Global total	100%	100%	100%
		Americas total	100%	100%	100%
		Europe, Middle East, Africa total	100%	100%	100%
		Asia Pacific total	100%	100%	100%
		Salaried associates	100%	100%	100%
		Hourly associates	100%	100%	100%
		Management	100%	100%	100%
		Individual contributors	100%	100%	100%
	Total number of business partners communicated to about anti-corruption <small>"Business partners" include active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Global total	31,123	32,201	30,818
		Americas	12,675	13,028	11,724
		Europe, Middle East, Africa	11,248	11,840	11,896
		Asia Pacific	7,200	7,333	7,198
	% of business partners communicated to about anti-corruption <small>"Business partners" include active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Global total	100%	100%	100%
		Americas	100%	100%	100%
		Europe, Middle East, Africa	100%	100%	100%
		Asia Pacific	100%	100%	100%
	Total number of governance body members trained on anti-corruption	Global total	15	12	14
		Americas	14	11	13
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia Pacific	1	1	1
	% of governance body members trained on anti-corruption	Global total	100%	100%	100%
		Americas	100%	100%	93%
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia Pacific	100%	100%	7%

¹ Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

205-2 ¹	Total number of employees trained on anti-corruption Training population is risk-based and not all associates are covered by training requirements.	Global total	32,410	23,810	25,108
		Americas total	21,615	16,365	14,864
		Europe, Middle East, Africa total	5,733	3,448	6,478
		Asia Pacific total	5,062	3,997	3,766
		Salaried associates	15,415	9,227	14,699
		Hourly associates	16,995	14,583	10,409
		Management	4,611	N/A ⁴	4,483
		Individual contributors	10,804	N/A ⁴	10,216
	% of employees trained on anti-corruption Training population is risk-based and not all associates are covered by training requirements.	Global total	46%	33%	42%
		Americas total	59%	45%	51%
		Europe, Middle East, Africa total	26%	15%	30%
		Asia Pacific total	49%	37%	43%
		Salaried associates	87%	49%	86%
		Hourly associates	33%	28%	24%
Management		97%	N/A ⁴	97%	
Individual contributors		98%	N/A ⁴	82%	
Non-GRI ¹	Business conduct manual training	% of associates who have completed Business Conduct Manual training	99%	98%	99%

¹ Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
² Started reporting in 2022 | ⁴ Due to the transition of this training from online to in person in 2022, information on management-level participants and individual participants was not available across all locations.

DATA TABLE

CLIMATE - DECARBONIZATION, ADAPTATION AND RESILIENCY

ENERGY EFFICIENCY, LOW-GHG EMISSION FUELS AND RENEWABLE ENERGY

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
302-1 ⁵	Energy consumption	Total fuel consumption within the organization from non-renewable sources (gigajoules)	46,586,000	49,089,000	55,153,000
		Total fuel consumption within the organization from renewable sources (gigajoules)	12,125,000	11,717,000	4,158,000
		Heating consumption (gigajoules)	3,365,000	3,759,000	3,461,000
		Cooling consumption (gigajoules)	N/A ⁶	N/A ⁶	N/A ⁶
		Electricity sold (gigajoules)	N/A ⁷	N/A ⁷	N/A ⁷
		Heating sold (gigajoules)	N/A ⁷	N/A ⁷	N/A ⁷
		Cooling sold (gigajoules)	N/A ⁷	N/A ⁷	N/A ⁷
		Steam sold (gigajoules)	N/A ⁷	N/A ⁷	N/A ⁷
		Total energy consumption within in the organization (gigajoules)	62,223,000	64,566,000	62,773,000
		Total energy consumption (MWh)	17,329,000	17,963,000	17,450,000
		Fuel use - natural gas (MWh)	6,594,000	6,869,000	6,869,000
		Fuel use - other (MWh)	598,000	616,000	632,000
		Electricity consumption (MWh)	9,408,000	9,653,000	9,200,000
		Steam consumption (MWh)	940,000	1,044,000	961,000
302-3 ⁵	Energy intensity Manufacturing sites only	Global energy intensity (BTU/lb.)	6,968	6,750	6,717

⁵We are restating our energy and emissions data for years 2021-2023 which is now inclusive of our manufacturing and non-manufacturing operations. Our Scope 1 and 2 greenhouse gas (GHG) emissions data has been third-party verified. ⁶Not currently disaggregated from total fuel consumption. | ⁷Not consolidated at a global level.

DATA TABLE

302-4 ⁵	Reduction of energy consumption Manufacturing sites only	Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives (gigajoules) Reductions in energy are calculated from the 2019 baseline. This figure accounts for energy reduction initiatives and changes in production.	1,844,000	1,415,000	1,445,000
305-1 ⁵	Direct GHG emissions	Total direct emissions (tonnes CO ₂ e)	1,343,000	1,391,000	1,405,000
		Direct CO ₂ emissions (tonnes)	1,321,000	1,380,000	1,394,000
		Direct CH ₄ emissions (tonnes CO ₂ e)	1,000	1,000	1,000
		Direct N ₂ O emissions (tonnes CO ₂ e)	2,000	1,000	1,000
		Biogenic CO ₂ emissions (tonnes CO ₂ e)	0	0	0
305-2 ⁵	Indirect GHG emissions	Gross location-based energy indirect (Scope 2) GHG emissions (tonnes CO ₂ e)	1,576,000	1,650,000	1,567,000
		Gross market-based energy indirect (Scope 2) GHG emissions (tonnes CO ₂ e)	1,183,000	1,258,000	1,512,000
305-1, 305-2 ⁵	Total GHG emissions	Total GHG emissions (tonnes)	2,526,000	2,649,000	2,917,000
		Global GHG emissions (Scope 1 and Scope 2)(million tonnes CO ₂ e)	2.53	2.65	2.92
305-4 ⁵	GHG emissions intensity Manufacturing sites only	Global GHG emissions intensity (Scope 1 and Scope 2)(tonnes CO ₂ e/ton) Includes CO ₂ , CH ₄ and N ₂ O	0.563	0.563	0.646
305-5 ⁵	Reduction of GHG emissions	GHG emissions reduced as a direct result of reduction initiatives (tonnes CO ₂ e) Reductions in CO ₂ are calculated from the 2019 baseline. Based on absolute Scope 1 & 2 emissions.	709,000	586,000	318,000
Non-GRI	Electricity Manufacturing sites only	Percentage of non-renewable electricity purchased	63%	66%	84%
		Percentage of renewable electricity purchased and generated	37%	34%	16%

⁵We are restating our energy and emissions data for years 2021-2023 which is now inclusive of our manufacturing and non-manufacturing operations. Our Scope 1 and 2 greenhouse gas (GHG) emissions data has been third-party verified.

DATA TABLE

LOW-GHG EMISSIONS MATERIALS					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
204-1 ⁸	Local suppliers	% procurement spend on raw materials from local suppliers used for significant locations of operation Tire raw materials only. We define significant locations of operation as our tire manufacturing operations, excluding retread-related operations for certain regions and locations. We define local as sourced from the same country as the Goodyear manufacturing location being supplied. For purposes of this definition, due to geographic proximity, for selected materials in the European Union we have treated the European Union as a single country.	50%	46%	45%
305-3	Other indirect (Scope 3) GHG emissions	Gross other indirect (Scope 3) GHG emissions (tonnes CO ₂ e)	Reported in CDP Climate Response	Reported in CDP Climate Response	Reported in CDP Climate Response
LOW-GHG EMISSIONS PRODUCTS, SERVICES AND INFRASTRUCTURE					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
305-3	Other indirect (Scope 3) GHG emissions	Gross other indirect (Scope 3) GHG emissions (tonnes CO ₂ e)	Reported in CDP Climate Response	Reported in CDP Climate Response	Reported in CDP Climate Response
REDUCTION OF TIRE WEIGHT AND TIRE ENERGY EFFICIENCY					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
302-5 ⁸	Reductions in energy requirements of products and services	% reduction in rolling resistance - global consumer tire portfolio (2005 baseline)	35.5%	32.9%	32%
		% reduction in weight - global consumer tire portfolio (2005 baseline)	9.9%	9.4%	8.8%
BUSINESS RESILIENCY					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
Non-GRI ¹	CDP Climate	CDP Climate Change score	B	B	B
	Business continuity	Number of business continuity incidents	114	61	106
		Number of Goodyear facilities located in coastal or flood zones	31	21	15

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
⁸Goodyear data only.

DATA TABLE

CIRCULARITY					
RENEWABLE AND RECYCLED MATERIALS					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
301-1 ⁹	Renewable materials ¹⁰	Weight (thousands of tons) of renewable materials used in products <small>Includes materials derived from materials of biological origin such as natural rubber, plant based oils, fatty acids, etc.</small>	628	637	641
		% of renewable materials used in products <small>Includes materials derived from materials of biological origin such as natural rubber, plant based oils, fatty acids, etc.</small>	23%	23%	24%
	Non-renewable and non-recycled materials ¹⁰	Weight (thousands of tons) of non-renewable and non-recycled materials used in products	2,139	2,080	2,082
		% of non-renewable and non-recycled materials used in products	77%	77%	76%
301-2 ⁹	Recycled input materials used ¹⁰	Weight (thousands of tons) of recycled materials used in products <small>Includes both pre- and post-consumer recycled materials.</small>	6.5	3.6	1.1
		Percentage of recycled input materials used to manufacture the organization's primary products and services <small>Includes both pre- and post-consumer recycled materials.</small>	0.23%	0.13%	0.13%
REUSE SOLUTIONS FOR TIRES					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
301-3	Reclaimed products and their packaging materials	Percentage of reclaimed products and their packaging materials for each product category	Little to no packaging associated with reclaiming tires.	Little to no packaging associated with reclaiming tires.	Little to no packaging associated with reclaiming tires.
REDUCTION OF WASTE					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
306-3(2020)	Waste generated	Total weight of waste generated (tonnes) <small>Manufacturing sites only</small>	242,174	243,372	N/A ²
306-4(2020)	Waste diverted from disposal	Total weight of waste diverted from disposal (tonnes) <small>Manufacturing sites only</small>	186,819	177,256	N/A ²
		Total weight of waste diverted from disposal (tonnes): Recycling <small>Manufacturing sites only</small>	186,819	177,256	N/A ²

² Started reporting in 2022 | ⁹ Combined Goodyear and Cooper data 2023. Goodyear data only 2021-2022.
¹⁰ For the 2022 reporting year, Goodyear re-classified certain raw materials based on internal definitions.

DATA TABLE

306-5(2020)	Waste directed to disposal	Total weight of waste directed to disposal (tonnes) Manufacturing sites only	58,892	66,116	N/A ²
		Total weight of waste directed to disposal (tonnes): Incineration (with energy recovery) Manufacturing sites only	55,346	59,228	N/A ²
		Total weight of waste directed to disposal (tonnes): Incineration (without energy recovery) Manufacturing sites only	3,546	6,887	N/A ²
		Total weight of waste directed to disposal (tonnes): Landfill Manufacturing sites only	0	0	N/A ²

HUMAN AND LABOR RIGHTS

PROTECTION OF HUMAN RIGHTS AND HEALTH

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
412-2	Human rights assessment ¹ Training population is risk-based and not all associates are covered by training requirements	Number of hours devoted to training on human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2021. This metric was expanded to include all global associates starting in 2022.	23,831	10,967	340
		Number of associates trained in human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2021. This metric was expanded to include all global associates starting in 2022.	33,635	14,507	340
		% of associates trained in human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2021. This metric was expanded to include all global associates starting in 2022.	49%	20%	0.6%
412-3		Number of significant investment agreements that include human rights clauses We define and assess significant investment agreements in line with the reporting recommendations of GRI 412-3. No significant investments for the reported data years.	0	0	0
		% of significant investment agreements that include human rights clauses We define and assess significant investment agreements in line with the reporting recommendations of GRI 412-3. No significant investments for the reported data years.	0%	0%	0%

¹ Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
² Started reporting in 2022

DATA TABLE

DIVERSITY & INCLUSION					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
405-1 ¹	Number of governance body members	Total	15	12	14
		Male	11	8	10
		Female	4	4	4
		< 30 years old	0	0	0
		30 - 50 years old	0	0	0
		> 50 years old	15	12	14
	% of governance bodies	Male	73%	67%	71%
		Female	27%	33%	29%
		< 30 years old	0%	0%	0%
		30 - 50 years old	0%	0%	0%
		> 50 years old	100%	100%	100%
	Number of salaried employees	Total	17,767	18,920	17,030
		Male	12,674	13,587	12,253
		Female	5,078	5,329	4,774
		Gender not specified	15	4	3
		< 30 years old	2,314	2,721	2,486
		30 - 50 years old	10,629	11,177	9,969
		> 50 years old	4,824	5,022	4,575

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

405-1 ¹	% of salaried employees	Total	26%	27%	28%
		Male	71%	72%	72%
		Female	29%	28%	28%
		Gender not specified	0%	0%	0%
		< 30 years old	13%	14%	15%
		30 - 50 years old	60%	59%	58%
		> 50 years old	27%	27%	27%
	Number of hourly employees	Total	51,138	52,457	42,954
		Male	47,115	48,287	39,721
		Female	4,014	4,133	3,185
		Gender not specified	9	37	48
		< 30 years old	11,405	11,946	9,217
		30 - 50 years old	27,700	28,548	23,474
		> 50 years old	12,033	11,963	10,263
	% of hourly employees	Total	74%	73%	72%
		Male	92%	92%	93%
		Female	8%	8%	7%
		Gender not specified	0%	0%	0%
		< 30 years old	22%	23%	21%
		30 - 50 years old	54%	54%	55%
		> 50 years old	24%	23%	24%

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

405-1 ¹	Number of managers	Total	5,142	5,280	4,865
		Male	4,082	4,214	3,936
		Female	1,059	1,066	929
		Gender not specified	1	0	0
		< 30 years old	119	122	128
		30 - 50 years old	3,375	3,472	3,202
		> 50 years old	1,648	1,686	1,535
	% of management	Total	7%	7%	8%
		Male	79%	80%	81%
		Female	21%	20%	19%
		Gender not specified	0%	0%	0%
		< 30 years old	2%	2%	3%
		30 - 50 years old	66%	66%	66%
		> 50 years old	32%	32%	31%
	Number of individual contributors	Total	63,763	66,097	55,119
		Male	55,707	57,660	48,038
		Female	8,033	8,396	7,030
		Gender not specified	23	41	51
		< 30 years old	13,600	14,545	11,575
		30 - 50 years old	34,954	36,253	30,241
		> 50 years old	15,209	15,299	13,303

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

405-1 ¹	% of individual contributors	Total	93%	93%	92%
		Male	87%	87%	87%
		Female	13%	13%	13%
		Gender not specified	0%	0%	0%
		< 30 years old	21%	22%	21%
		30 - 50 years old	55%	55%	55%
		> 50 years old	24%	23%	24%
Non-GRI ¹	% of U.S. workforce self-identified as:	Black or African American	20%	20%	20%
		Latino or Hispanic	11%	10%	10%
		American Indian or Alaska Native	2%	2%	2%
		Asian	2%	2%	3%
		Native Hawaiian or Other Pacific Islander	1%	1%	1%
		White	61%	62%	61%
		Two or More Races	2%	2%	2%
		Not Specified	1%	1%	1%
	Employee Resource Groups	Number of ERG members globally	4,000	3,500	3,300
		Number of ERG chapters globally	41	38	38
	Recruiting and hiring	% of recruiters who are AIRS Diversity & Inclusion Certified (Americas & Executive team)	100%	75%	82%
	Veterans at Goodyear	% of military veterans in Goodyear's U.S. workforce	8%	8%	7%
	Positions filled internally	% of open positions filled by internal candidates	86%	84%	84%

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

TALENT, ATTRACTION, DEVELOPMENT AND ENGAGEMENT

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
401-1 ¹	Global	Number of new hires- Global total	11,991	17,317	12,657
		Number of new hires- Male	10,308	14,789	10,711
		Number of new hires- Female	1,669	2,528	1,940
		Number of new hires- Gender not specified	14	0	6
		Number of new hires- < 30 years old	7,269	9,839	7,521
		Number of new hires- 30 - 50 years old	4,146	6,467	4,468
		Number of new hires- > 50 years old	576	1,011	668
		New hire rate- Global total	17%	24%	21%
		New hire rate- Male	17%	24%	21%
		New hire rate- Female	18%	27%	25%
		New hire rate- < 30 years old	51%	69%	65%
		New hire rate- 30 - 50 years old	11%	16%	13%
		New hire rate- > 50 years old			
	Americas	Number of new hires- Male	7,661	9,245	6,945
		Number of new hires- Female	1,131	1,432	1,113
		Number of new hires- Gender not specified	14	0	6
		Number of new hires- < 30 years old	5,356	5,987	4,730
		Number of new hires- 30 - 50 years old	2,957	3,948	2,801
		Number of new hires- > 50 years old	493	742	533
		New hire rate- Male	24%	29%	27%
		New hire rate- Female	24%	31%	30%
		New hire rate- < 30 years old	62%	71%	72%
New hire rate- 30 - 50 years old		16%	22%	20%	
New hire rate- > 50 years old	5%	7%	6%		

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

401-1 ¹	Europe, Middle East, Africa	Number of new hires- Male	1,734	3,843	2,571
		Number of new hires- Female	329	693	551
		Number of new hires- < 30 years old	1,262	2,640	1,924
		Number of new hires- 30 - 50 years old	752	1,673	1,126
		Number of new hires- > 50 years old	49	223	72
		New hire rate- Male	9%	19%	13%
		New hire rate- Female	11%	23%	20%
		New hire rate- < 30 years old	35%	68%	56%
		New hire rate- 30 - 50 years old	6%	12%	9%
		New hire rate- > 50 years old	1%	4%	1%
	Asia Pacific	Number of new hires- Male	913	1,701	1,195
		Number of new hires- Female	209	403	276
		Number of new hires- < 30 years old	651	1,212	867
		Number of new hires- 30 - 50 years old	437	846	541
		Number of new hires- > 50 years old	34	46	63
		New hire rate- Male	10%	19%	16%
		New hire rate- Female	12%	24%	22%
		New hire rate- < 30 years old	33%	61%	56%
		New hire rate- 30 - 50 years old	6%	11%	9%
New hire rate- > 50 years old		3%	4%	6%	

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

401-1 ¹	Global	Turnover number- Global total	14,031	16,140	12,220
		Turnover number- Male	12,068	13,840	10,706
		Turnover number- Female	1,961	2,300	1,510
		Turnover number- Gender not specified	2	0	4
		Turnover number- < 30 years old	6,236	7,012	5,472
		Turnover number- 30 - 50 years old	5,593	6,239	4,372
		Turnover number- > 50 years old	2,202	2,889	2,376
		Turnover rate- Global total	20%	23%	20%
		Turnover rate- Male	20%	22%	21%
		Turnover rate- Female	21%	25%	19%
		Turnover rate- < 30 years old	44%	49%	48%
		Turnover rate- 30 - 50 years old	14%	16%	13%
		Turnover rate- > 50 years old	13%	17%	16%
	Americas	Turnover number- Male	7,659	8,474	6,673
		Turnover number- Female	1,121	1,337	807
		Turnover number- Gender not specified	2	0	4
		Turnover number- < 30 years old	4,183	4,453	3,574
		Turnover number- 30 - 50 years old	3,282	3,454	2,555
		Turnover number- > 50 years old	1,317	1,904	1,355
		Turnover rate- Male	24%	26%	26%
		Turnover rate- Female	24%	29%	22%
		Turnover rate- < 30 years old	49%	53%	55%
Turnover rate- 30 - 50 years old		18%	19%	18%	
Turnover rate- > 50 years old	13%	19%	16%		

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

401-1 ¹	Europe, Middle East, Africa	Turnover number- Male	3,038	3,869	2,962
		Turnover number- Female	579	642	449
		Turnover number- < 30 years old	1,418	1,809	1,436
		Turnover number- 30 - 50 years old	1,530	1,888	1,143
		Turnover number- > 50 years old	669	814	832
		Turnover rate- Male	15%	19%	15%
		Turnover rate- Female	20%	21%	16%
		Turnover rate- < 30 years old	40%	47%	42%
		Turnover rate- 30 - 50 years old	12%	14%	9%
		Turnover rate- > 50 years old	12%	14%	15%
	Asia Pacific	Turnover number- Male	1,371	1,497	1,071
		Turnover number- Female	261	321	254
		Turnover number- < 30 years old	635	750	462
		Turnover number- 30 - 50 years old	781	897	674
		Turnover number- > 50 years old	216	171	189
		Turnover rate- Male	15%	16%	14%
		Turnover rate- Female	16%	19%	20%
		Turnover rate- < 30 years old	32%	38%	30%
		Turnover rate- 30 - 50 years old	10%	12%	11%
Turnover rate- > 50 years old		18%	15%	19%	

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

DATA TABLE

404-1 ⁸	Average hours of training per associate	Global total	14.90	15.53	13.73
		Male	14.65	15.23	13.51
		Female	16.55	17.48	15.20
		Salaried	15.24	15.04	14.23
		Hourly	14.78	15.71	13.53
		Management	16.13	17.78	17.62
		Individual contributors	14.80	15.33	13.39
Non-GRI ⁹	Training Expenses	Total amount of money spent on training during the reporting period (USD)	\$22,780	\$21,903	\$20,534
	Training	Number of associates trained in Better-Up Coaching Program	222	254	316
		Number of Virtual Courses completed through Global Content Providers	25,996	11,363	14,655
		Number of associates who completed the formal two-week Plant Optimization Academy	282	235	203
		Number of associates who completed Plant Optimization Academy e-learning courses	28,217	24,102	21,486

HEALTH AND SAFETY

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
403-4 ¹	Worker participation	% of manufacturing associate representation in formal joint management-worker health and safety committees	100%	100%	100%
403-6 ¹	Safety training	Total hours of safety training completed <small>Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development.</small>	181,256	91,000	43,827
		Average hours of safety training per employee <small>Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development</small>	2.47	1.30	1.35

DATA TABLE

403-8 ¹	EHS management system	Number of employees and contractors who are covered by EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	73,249	71,377	59,056
		% of employees and contractors who are covered by EHS Management System	100%	100%	100%
		Number of employees and contractors who are covered by an audited EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	73,249	71,377	59,056
		% of employees and contractors who are covered by an audited EHS Management System	100%	100%	100%
		Number of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications	43,659	35,795	37,765
		% of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications	60%	49%	64%
403-9 ¹	Work-related injuries	Number of hours worked (millions of hours)	128.8	134.2	108.7
		Number of incidents	1,204	1,373	3,163
		Total incident rate (medical treatment above first aid and restricted/lost-time injuries) Rate based on 200,000 hours worked.	1.87	2.05	2.10
		First aid rate Rate based on 200,000 hours worked.	4.18	3.83	3.71
		DART rate Rate based on 200,000 hours worked.	1.45	1.49	1.53
		Number of serious injuries Includes Goodyear associates, supervised and independent contractors.	20	38	13
		Serious injury rate Rate based on 200,000 hours worked. Includes Goodyear associates, supervised and independent contractors.	0.03	0.06	0.02
403-10 ¹	Employees	Number of fatalities as a result of work-related ill health	0	0	0
		Number of cases of recordable work-related ill health (including fatalities) Ill Health recordables are primarily composed of sprain/strain/overexertion, and soreness/range of motion restricted cases.	84	93	76 ¹¹

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

¹¹New methodology established in 2021.

DATA TABLE

403-10 ¹	Contractors	Number of fatalities as a result of work-related ill health	0	0	0
		Number of cases of recordable work-related ill health (including fatalities)	12	0	5
		Repetitive motion and slip/falls are the primary work-related hazards encountered by contractors.			
COMMUNITY ENGAGEMENT					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
413-1	Local community engagement	% of operations with implemented local community engagement ¹ Does not include retail, retreading or distribution locations at this time.	72%	61%	44%
Non-GRI		Number of Goodyear locations participating in Global Week of Volunteering ¹	35	31	8
		Year-over-year % increase of associate involvement in Global Week of Volunteering	20%	38%	N/A ²
		Hours of associate volunteer service ³	13,400	11,000	9,500
		Total value of associate volunteer efforts ³	\$650,000	\$640,000	\$600,000
		Community organizations served through associate volunteer efforts ³	123	118	96
	Philanthropic Activities ³ Data reflects Corporate Philanthropy Budget; Does not include business unit budgets. Cooper not included due to transition to new process.	Percentage of corporate citizenship/philanthropic contributions used for charitable donations	12%	17%	10%
		Percentage of corporate citizenship/philanthropic contributions used for community investments	75%	70%	78%
		Percentage of corporate citizenship/philanthropic contributions used for commercial initiatives	13%	13%	12%

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.
²Started reporting in 2022 | ³Goodyear data only

DATA TABLE

SUPPLY CHAIN GOVERNANCE AND TRANSPARENCY

SUPPLIER DUE DILIGENCE

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
308-1 ⁸	Supplier environmental assessment	% new suppliers that were screened using environmental criteria Tire raw materials only. For 2023 data year, all new suppliers completed or are still in the process of completing their third-party questionnaire.	89%	100%	100%
308-2 ⁸		Number of suppliers assessed for environmental impacts Tire raw materials only. Number of new suppliers assessed or repeat assessments conducted during the year. Methodology established in 2019.	236	186	184
		Number of suppliers identified as having significant actual and potential negative environmental impacts Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	26	45	43
		Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	84%	100%	100%
		Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.	0%	0%	0%

⁸Goodyear data only.

DATA TABLE

414-1 ⁸	Supplier social assessment	% new suppliers that were screened using social criteria <small>Tire raw materials only. For 2023 data year, all new suppliers completed or are still in the process of completing their third-party questionnaire.</small>	89%	100%	100%
414-2 ⁸		Number of suppliers assessed for social impacts <small>Tire raw materials only. For 2023 data year, all new suppliers completed or are still in the process of completing their third-party questionnaire.</small>	236	186	184
		Number of suppliers identified as having significant actual and potential negative social impacts <small>Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.</small>	34	56	42
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which improvements were agreed upon as a result of assessment <small>Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.</small>	92%	100%	100%
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which relationships were terminated as a result of assessment <small>Tire raw materials only. We determine and define significant impact as failing to meet then-current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process.</small>	0%	0%	0%
Non-GRI ⁸	Supplier Audits	Number of suppliers audited <small>Tire raw materials only (natural rubber suppliers)</small>	67	97	107
		Number of supplier facilities audited <small>Tire raw materials only (natural rubber suppliers)</small>	126	141	108
		Percentage of suppliers audited in compliance with code of conduct (or audit standard) <small>Remedial action taken.</small>	100%	100%	100%

SUPPLIER ESG COMMITMENTS

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
Non-GRI ⁸	Supplier ESG Improvement	Percentage of current suppliers with corrective action plans that have improved their ESG performance within 12 months of the plan's launch	71%	65%	67%

⁸Goodyear data only.

DATA TABLE

PRODUCT QUALITY AND SAFETY					
GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
416-1 ⁸	Product health and safety	% of product categories for which health and safety impacts are assessed	100%	100%	100%
416-2 ¹	Incidents of non-compliance concerning product health and safety	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0
417-1 ¹	Requirements for product and service information and labeling	Percentage of significant product or service categories are covered by and assessed for compliance with procedures for product and service information labeling Goodyear's procedures for communicating product information do not require disclosing the sourcing of product components, material content of products, or disposal of products. The warranty literature provided, or made available to consumers, includes sections on tire care and proper tire maintenance and applicable safety warnings for consumers to follow for the safe use of our products and to prevent or reduce the likelihood of property damage, serious injury or death. Methodology established in 2020.	100%	100%	100%
417-2 ¹	Incidents of non-compliance concerning product information and labeling	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0
417-3	Incidents of non-compliance concerning marketing communications	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0
Non-GRI ¹	Warranty	% warranty cost per net sales	0.14%	0.14%	0.17%
	Quality certification	% of plants with quality certification (ISO 9001, IATF 16949, etc.)	100%	100%	100%
	Product recalls	Number of recalls issued during performance period	3	3	2
		Number of units recalled during performance period	1,002	173,956	1,447

DATA TABLE

PRESERVATION OF NATURE AND BIODIVERSITY

GRI Indicator	Metric Categories	Metric Sub-Categories	2023	2022	2021
303-3	Water withdrawal	Total withdrawals (m ³)	24,837,000	24,925,000	26,746,000
		Total fresh surface water and well water withdrawals (m ³)	18,061,000	17,577,000	18,537,000
		Total municipal water intake (m ³)	6,776,000	7,348,000	8,209,000
303-5	Water consumption	Global water usage (gal/ton)	1,637	1,502	1,625
307-1 ¹	Environmental compliance violations	Total monetary value of significant fines	\$0	\$146,903	\$0
		Total number of non-monetary sanctions	0	0	0
		Cases brought through dispute resolution mechanisms	0	0	0
413-2 ¹	Operations with local community engagement, impact assessments, and development programs	Operations with significant actual and potential negative impacts on local communities including the location of operations and the significant actual and potential negative impacts of operations	0	0	0
Non-GRI ¹	CDP Water	CDP Water score	B	B	B
	Solvents	% reduction in use of solvents	36%	40%	43%
	Environmental compliance violations	Number of environmental compliance violations (notices of violation and reportable releases)	7	8	25
	ISO 14001	% of tire and chemical manufacturing facilities with ISO 14001 certification	100%	100%	100%

¹Combined Goodyear and Cooper data 2022-2023. Goodyear data only 2021.

ESTABLISHED GOAL SUMMARY

PROGRESS TOWARD GOALS	BASELINE		GOAL		2023	2022	2021
	YEAR	START (%)	YEAR	TARGET (%)			
Climate							
% reduction in Scope 1 and 2 emissions ¹²	2019	0%	2030	-46%	-21.9%	-18.1%	-9.8%
% reduction in relevant Scope 3 emissions ¹²	2019	0%	2030	-28%	*CDP 2024 response	8.6%	4.7%
% reduction to achieve net-zero value chain greenhouse gas (GHG) emissions ¹²	2019	0%	2050	-100%	*CDP 2024 response	2.2%	1.2%
% renewable energy at all manufacturing facilities	2019	0%	2040	100%	37%	34%	16%
% reduction in rolling resistance - global consumer tire portfolio	2005	0%	2025	-40%	-35.5%	-32.9%	-32%
% reduction in weight - global consumer tire portfolio	2005	0%	2025	-9%	-9.9%	-9.4%	-8.8%
Circularity							
% petroleum-derived oils used	N/A	N/A	2040	0%	98%	98%	98%
Human & Labor Rights							
Total Incident Rate (TIR)	2018	1.96	2023	0.95	1.87	2.05	2.10
Serious Injury (SI) Rate	2018	0.04	2023	0.00	0.03	0.05	0.02
Supply Chain Governance & Transparency							
% raw material spend traceability	2018	0%	2025	50%	7.4%	6.5%	0%
% of natural rubber suppliers audited	2018	79%	Ongoing	100%	100%	100%	100%
Nature & Biodiversity							
% reduction in global water consumption	2020	0%	2030	-30%	-12%	-19%	-12%
Number of environmental compliance violations and reportable environmental releases	2018	9	2028	0	7	8	25

¹²We are restating our energy and emissions data for years 2021-2023 which is now inclusive of our manufacturing and non-manufacturing operations. Our Scope 1 and 2 greenhouse gas (GHG) emissions data has been third-party verified.