

# HIGH-PRIORITY TOPIC OVERVIEW: CIRCULARITY

## STRATEGY AND PROGRESS

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, Goodyear consistently works with and examines its value chain to identify new and innovative materials and technologies to promote a circular economy. As Goodyear looks at circular innovation in its products, the company is focused on the multiple design levers that advance product circularity—material inflow, material outflow and dematerialization.

### SUSTAINABLE MATERIAL\* USAGE

Goodyear is committed to responsibly managing the materials it uses in its operations and products. That includes the company's efforts to source sustainable natural rubber and increase its sustainable material usage.

### DEMATERIALIZATION

At Goodyear, dematerialization focuses on three elements—tire longevity, retreading and tire weight reduction.

Tire longevity reduces the number of tires that reach their end of life. 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. 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.

## 2023 PROGRESS

### SUSTAINABLE MATERIAL USAGE

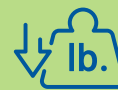
 More than doubled the company's use of RHA silica over 2022

 Increased its usage of soybean oil by 9.9% over 2022

 Maintained its level of using non-petroleum-derived oils in our products

 Introduced the EcoReady, a tire made with 70% sustainable materials

### DEMATERIALIZATION



Reduced tire weight by 9.9% over a 2005 baseline\*\*



Continued to introduce new products, across multiple product lines, with longevity as a benefit

\* 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.

\*\* for our global consumer portfolio