

At Goodyear, sustainability is defined as responsibly balancing environmental, societal and financial demands without compromising the ability of future generations to meet their needs. Goodyear is committed to ethical and sustainable practices designed to protect its people and the planet, and the company is dedicated to providing a safe and healthy workplace.



Goodyear Better Future

Goodyear *Better Future*, the company's corporate responsibility framework, outlines its high-priority sustainability topics. These topics are woven into how the company works with its stakeholders to drive innovation and operational excellence, create value and build a better future.

In 2024, Goodyear continued to make progress towards achieving its corporate responsibility ambitions.

by 2025



reduce rolling resistance by 40% and tire weight by 9% for the company's global consumer tire portfolio from a 2005 baseline.

2024 RESULTS:

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

by 2027



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

2024 RESULT:

Engaged in multiple proof-of-concept projects globally with OEMs and autonomous vehicle companies

by 2030



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

2024 RESULT:

Introduced four new products each with at least 50% sustainable materials – the ElectricDrive 2 (North America), EQMAX (EMEA), EQMAX ULTRA (EMEA) and the ElectricDrive Sustainable-material Tire (Asia Pacific)

by 2030



reduce Scope 1 and 2 emissions by 46% by 2030 and certain Scope 3 emissions by 28%, over the same time frame, aligned with the Science Based Targets initiative (SBTi) and its Net-Zero Standard.

2024 RESULTS:

- 25.4% reduction in Scope 1 and Scope 2 greenhouse gas (GHG) emissions vs. 2019 baseline
- 9.7% reduction in certain Scope 3 GHG emissions vs. 2019 baseline

by 2040



transform the company's manufacturing operations and processes to all renewable energy to significantly reduce Goodyear's carbon footprint.

2024 RESULTS:

- 37% renewable electricity at manufacturing facilities globally
- 21% renewable energy at manufacturing facilities globally

by 2040



achieve the goal of fully replacing petroleum-derived oils in the company's products.

2024 RESULT:

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

by 2050



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

2024 RESULTS:

- 25.4% reduction in Scope 1 and Scope 2 GHG emissions vs. 2019 baseline
- 9.7% reduction in certain Scope 3 GHG emissions vs. 2019 baseline

EVERY YEAR



increase global associate involvement in our Global Week of Volunteering.

2024 RESULT:

A 48% year-over-year increase in associate participation. Global Week of Volunteering activities took place at 40 Goodyear locations, up from 35 in 2023.

*Goodyear actively reviews definitions and standards that continue to mature. The company currently defines a sustainable material as bio-based (originating from biological sources); renewable (composed of replenishable biomass); or recycled (reprocessed from reclaimed materials) material as defined in ISO 14021; or one produced using or contributing to other practices designed to promote resource conservation and/or emissions reductions.