Forward-Looking Statements

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

I. Company Background

II. 2018 Preliminary Results

III. 2019 Outlook

IV. Building Long-Term Fundamentals
Company Background
**Strong Foundation**

<table>
<thead>
<tr>
<th>Industry Leader&lt;sup&gt;(a)&lt;/sup&gt;</th>
<th>Innovation&lt;sup&gt;(a)&lt;/sup&gt;</th>
<th>Portfolio of Brands</th>
<th>Pervasive Distribution</th>
<th>Diverse End Markets&lt;sup&gt;(a)&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Largest tire company in North America</td>
<td>• 2 world-class innovation centers</td>
<td></td>
<td>• Over 13,000 retail touch points&lt;sup&gt;(b)&lt;/sup&gt;</td>
<td><img src="chart.png" alt="Sales Chart" /></td>
</tr>
<tr>
<td>• $15.4B in revenue</td>
<td>• Innovation lab in Silicon Valley</td>
<td></td>
<td>• Concentrated network of value-added third-party distribution partners</td>
<td><img src="chart.png" alt="Units Chart" /></td>
</tr>
<tr>
<td>• 159M units</td>
<td>• 7 tire proving grounds</td>
<td></td>
<td>• ~200 corporate-owned warehouse distribution facilities</td>
<td></td>
</tr>
<tr>
<td>• 48 manufacturing facilities in 22 countries</td>
<td>• 5,700 patents</td>
<td></td>
<td>• Leading B2C E-commerce platform</td>
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<tr>
<td>• 64K employees worldwide</td>
<td>• 2,300 patents pending</td>
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</table>

Global leader built on 120 years of experience

<sup>(a)</sup> Based on 2017 results  
<sup>(b)</sup> Based on internal estimates
Strategy Delivering Strong Results

Generating stronger earnings throughout the earnings cycle

(a) See Segment Operating Income and Margin reconciliation in Appendix on page 36
Significant reductions in structural costs have improved underlying earnings power.

**Restructuring**
- High cost plant closures since 2010
  - Union City – 2011
  - Amiens – 2014
  - Wolverhampton – 2015
  - Philippsburg – 2017
- ~10% reduction in North America salaried (non-manufacturing) headcount over last 2 years

**Pension Actions**
- Closed, fully funded and de-risked U.S. pension plans in 2013 & 2014
- Over $200 million reduction in annual global pension expense since 2010
- $300 million reduction in annual global pension funding compared to 2010

**Cumulative Impact**
- 2010 – 3Q18 savings of over $450M from footprint & pension actions

![Cumulative Impact Graph](chart.png)

- 2010
- 2012
- 2014
- 2016
- 3Q18
- $0
- $100
- $200
- $300
- $400
- $500

**Significant reductions in structural costs have improved underlying earnings power.**
Impact of lost margin ($ Billions)

**Price vs Raw Materials**

- **Initial step up in raw material prices** (Q2 2010, Q1 2017)
- **Impact from price in 2011**
- **Full recovery by 2013**

**2010-2012 Cycle**

- **Steeper raw material increase in 2010**
- **Raw materials flattened out**

**2H’18 Announced Pricing**
- U.S. Consumer
- U.S. Commercial
- EMEA Commercial
- Emerging Markets

**Price vs Raws Over Time:** Comparing Current Cycle to Prior Cycle

- Price changes versus prior year; excludes the benefits of mix and excludes Venezuela. Raw materials are changes versus prior year; excludes raw material cost savings and excludes Venezuela. Price announcements reflect U.S. consumer replacement.
2018 Preliminary Results
Q4 2018 Preliminary Results

• Volume declined 3%, versus prior forecast of ~flat...
  - OE environment continued to weaken in China and India
  - EMEA winter market declined late in the quarter (still up year-over-year)
  - U.S. supply issues constrained volume of high-value-added consumer and commercial truck tires (also negatively impacted mix)

• Price/mix positive, but less than expected given weaker mix

• Earnings fell in other tire-related businesses, including U.S. chemical operations

Expect full-year 2018 SOI slightly below previous guidance of ~$1.3B\(^{(a)}\)

\(^{(a)}\) Guidance as per Q3 earnings call on 10/26/2018
### U.S. Consumer Replacement Industry
#### 2018 vs 2017 Growth Rate\(^{(a)}\)

<table>
<thead>
<tr>
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<th>FY 18</th>
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<tr>
<td>USTMA Members (&gt;17”)</td>
<td>7%</td>
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<tr>
<td>USTMA Members (&lt;17”)</td>
<td>-11%</td>
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<tr>
<td>Total</td>
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<td>Non-Members</td>
<td>17%</td>
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<tr>
<td>Total U.S.</td>
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<tr>
<td>Goodyear (&gt;17”)</td>
<td>12%</td>
</tr>
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</table>

#### Non-Members Growth Rate

- Total: 3%
- Goodyear (>17"): 12%

### Europool & Turkey Replacement Industry
#### 2018 vs 2017 Growth Rate\(^{(b)}\)

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<td>ETRMA Members (&gt;17”)</td>
<td>9%</td>
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<td>ETRMA Members (&lt;17”)</td>
<td>-3%</td>
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<tr>
<td>Total</td>
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<tr>
<td>Non-Members</td>
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<tr>
<td>Total EU + Turkey</td>
<td>1%</td>
</tr>
<tr>
<td>Goodyear (&gt;17”)</td>
<td>12%</td>
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</tbody>
</table>

### Notes

- \(^{(a)}\) Source: U.S. Tire Manufacturers Association
- \(^{(b)}\) Source: European Tyre & Rubber Manufacturer’s Association
Strong execution drove market share recovery in the U.S.

(a) Source: U.S. Tire Manufacturers Association
(b) Goodyear U.S. consumer replacement volume excludes ATD sales volume and volume associated with ATD acquisitions. ATD delivery volume is included. Third and fourth quarters of 2018 adjusted for transition to TireHub
Reflecting on 2018 Results

**Positives**
- Volume recovery in mature markets
- Outperformed industry in ≥17” in U.S. and Europe
- Commercial truck business
- Successfully launched TireHub
- New Americas plant ramp-up on track
- Continued advancing new technologies to win EV fitments and fleet service business

**Negatives**
- Escalating raw material costs, particularly butadiene and carbon black
- Non-feedstock raw material cost headwinds from stricter enforcement of environment regulations in China
- Weakening foreign currencies in key markets
- Volatility in emerging markets, including softening conditions in China
- Supply constraints (complexity)

Results reflect macro challenges
## Supply Constraints: Product Complexity

### Performance/Technology Changes
- Lower Rolling Resistance
- High Silica Compounds
- Increased Design Features
- Tighter Performance Specifications
- Move to Larger Rim Sizes

### Impact on Manufacturing
- Longer Mix Times
- Slower Extrusion
- Longer Tire Building Cycle Times
- Longer Cure Times
- Reduced Capacity

### Increased Tire Options
- Increased Number of SKUs
- Reduced Demand per SKU

### Impact on Manufacturing
- Reduced Manufacturing Lot Sizes
- More Changeovers
- Reduced Capacity

Increase in product complexity reduces effective manufacturing capacity
Simple capacity models don’t fully capture supply/demand dynamics
2019 Outlook
2019 Environment

• Volume outlook uncertain
  - OE cycle?
  - China recovery?
• Raw material cost increases will continue in Q1; spot prices remain volatile
• Adverse foreign exchange

Macro environment remains uncertain
## 2019 Segment Operating Income Outlook

### Positives

- **New Americas Plant** – At full capacity by year end (High-value/low-cost capacity)
- **TireHub** – Reversal of 2018 volume loss
- **Price** – Full-year benefit of 2H18 pricing increases
- **Mix** – Continued growth in ≥17”
- **Net cost savings** – Savings continue, but at a lower rate than recent years

### Negatives

- **Raw Materials** – Cost increases will continue at least into Q1
- **FX** – Continued negative impact at current spot rates
- **OE** – 2-3M unit volume reduction from fitments we chose to exit (low value)
- **China** – Continued year-over-year decline at least through 1\text{st} half (tough comparison period)
- **Latin America** – Continued volatility

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Existing macro challenges continue in 2019, volume environment a risk
First Quarter Puts and Takes

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<th>Americas</th>
<th>EMEA</th>
<th>Asia Pacific</th>
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<tr>
<td>(-) Price/Mix &lt; Raw Materials</td>
<td>(-) Price/Mix &lt; Raw Materials</td>
<td>(-) Price/Mix &lt; Raw Materials</td>
</tr>
<tr>
<td>(-) Foreign Exchange</td>
<td>(-) Foreign Exchange</td>
<td>(-) China Volume</td>
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<tr>
<td>(+) Overhead Absorption</td>
<td>(-) Higher Inflation</td>
<td>(-) Overhead Absorption</td>
</tr>
<tr>
<td></td>
<td>(+) Overhead Absorption</td>
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Challenges across all regions in Q1 2019
Building Long-Term Fundamentals
Technology is Changing the World…

**Fleets**
By 2030, 25% of global miles traveled will be shared\(^{(a)}\)

**Autonomous**
By 2035, 21 million self-driving cars will be on the road in the U.S.\(^{(b)}\)

**Connected**
3rd fastest growing tech device after phones and tablets\(^{(c)}\)

**Electric**
1\(^{st}\) million sold in 6 years, 2\(^{nd}\) million sold in 2 years\(^{(d)}\)

…and creating opportunities in the tire industry

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(a) The Boston Consulting Group
(b) Automotive News
(c) Forbes, Intel Moves To Make A Mark In The Automotive Industry, As Processing Grows In Cars
(d) Global milestone: The first million electric vehicles and International Council on Clean Transportation, The rise of electric vehicles: The second million
Challenging Traditional Business Models

New formats strengthen our connected business model

**TireHub**
- New national distributor launched in 2018
- Designed to deliver best-in-class service for retail and fleet customers with enhanced fill rates and turnaround times

**Mobile**
- New tire installation option launched in 2018
- Installation on the customer’s terms
- Enhances both the retail and e-commerce experience

**Roll**
- New retail pilot launched in 2018
- Reduces complexity in the tire buying process
- Tested very well with consumers across all demographics, especially Millennials
Strengthening the Business for the Future

• Advancing distribution and retail
  - Leverage TireHub to fully capture the value of the Goodyear brand
  - Enhance distributor alignment in key markets outside of the U.S.
  - Challenging traditional retail tire business with innovative new concepts

• Advancing technology for the emerging mobility landscape

• Scaling commercial fleet solutions

• Building strong OE pipeline for 2020+

• 1H19 announcement regarding footprint restructuring
  - Improving cost efficiency while increasing ≥17” capabilities

Continuing to build fundamental earnings power of our business
Looking Beyond the Cyclicality\(^{(a)}\)

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<tbody>
<tr>
<td>Average SOI</td>
<td>$0.6</td>
<td>$1.9</td>
<td>$1.4</td>
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<tr>
<td>Average SOI margin</td>
<td>3%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Average Adj EBITDA</td>
<td>$1.1</td>
<td>$2.3</td>
<td>$2.1</td>
</tr>
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</table>

Profitability will benefit as we work through the raw material cycle

\(^{(a)}\) For 2008-2009 and 2014-2017 see Segment Operating Income and margin reconciliation in Appendix on page 36 and Adjusted EBITDA reconciliation on page 37

\(^{(b)}\) 2018 estimate based on guidance provided on 10/26/2018 and full year analyst consensus as of 1/10/19
Raw Material Overview

- Expecting raw material cost increases of ~$300M in 2019 based on forecasted rates
  - Feedstock ~$60M
  - Transactional FX ~$120M
  - Non-feedstock ~$120M
- Many key commodities at/near 2 year lows and remain volatile

Raw material costs will remain a significant headwind in Q1

(a) Impact to cost of goods sold versus prior period, excluding the impact of raw material cost saving measures
(b) Preliminary
Raw Materials

✓ Raw materials are ~45% of tire COGS

✓ ~70% of raw materials are influenced by oil prices
  - P&L impact lags spot rates by 1-2 quarters depending on commodity

✓ ~60% of raw materials are purchased in USD

✓ Customer agreements indexed to raw materials
  - OE customers
  - Certain large Commercial fleets
  - OTR customers

Global Raw Material Spend

FY 2018

- Synthetic Rubber, 28%
- Natural Rubber, 18%
- Wire/Other, 13%
- Fabric, 9%
- Pigments / Oils / Chemicals, 19%
- Carbon Black, 13%*

*Petrochemical based
Learnings from Previous U.S. Cycles

Early 2000s Recession\(^{(a)}\)
- OE: -11%
- Replacement: -3%
- Total Consumer: -5%

Great Recession\(^{(b)}\)
- OE: -26%
- Replacement: -3%
- Total Consumer: -8%

Typical Expansionary Year\(^{(c)}\)
- OE: 3%
- Replacement: 2%
- Total Consumer: 2%

Large replacement market limits downturn in demand during a recession

---

(a) Change in USTMA shipments in 2001 (% change in units)
(b) Annualized change in USTMA shipments in 2008 and 2009 (% change in units)
(c) Average change in USTMA shipments from 1997 through 2017, excluding 2001, 2008 and 2009 (% change in units)
Price vs Raw Materials During the Great Recession

Pricing relative to raws resilient in economic downturn

(a) Price changes are versus prior year; excludes the benefits of mix. Raw materials changes are versus prior year and exclude raw material cost savings.
Higher performance characteristics driving lower throughput
Facing difficult comparisons through 1H19

Strengthening U.S. Dollar

(a) Quoted in foreign currency per U.S. dollar except for the Euro which is quoted in U.S. dollars per Euro. Source Bloomberg
Commodity markets remain volatile

Source: Bloomberg
Redefining the Retail Experience

Roll by Goodyear

• Positions us closer to the customer in high-traffic and non-traditional locations
  - Life-style centers
  - Shopping/business districts

• Hub-and-spoke model that leverages existing e-commerce, retail and mobile install capabilities

• Attractive ROIC profile/low incremental investment

Making the tire buying process easier
**Modeling Assumptions**

### Volume Sensitivities

- **1% Δ in U.S. Consumer OE Industry** ~125
- **1% Δ in U.S. Consumer Replacement Industry** ~350
- **1% Δ in U.S. Commercial OE Industry** ~10
- **1% Δ in U.S. Commercial Replacement Industry** ~30
- **1% Δ in European Consumer OE Industry** ~135
- **1% Δ in European Commercial OE Industry** ~360
- **1% Δ in European Consumer Replacement Industry** ~10
- **1% Δ in European Commercial Replacement Industry** ~30

### Pricing

- **1% Δ in U.S. Consumer OE Industry** ~$37M
- **1% Δ in U.S. Consumer Replacement Industry** ~$12M
- **1% Δ in U.S. Commercial OE Industry** ~$30M
- **1% Δ in U.S. Commercial Replacement Industry** ~$10M
- **1% Δ in European Consumer OE Industry** ~$7M
- **1% Δ in European Commercial OE Industry** ~$6M
- **1% Δ in European Consumer Replacement Industry** ~$5M
- **1% Δ in European Commercial Replacement Industry** ~$4M
- **1% Δ in Synthetic Rubber Prices (3 to 4 month lag)** ~$9M
- **1% Δ in Natural Rubber Prices (4 to 6 month lag)** ~$6M
- **1% Δ in Pigment, Chemical, & Oil Prices (3 to 4 month lag)** ~$5M
- **1% Δ in Wire/Other Prices (3 to 4 month lag)** ~$4M
- **1% Δ in Carbon Black (3 to 4 month lag)** ~$3M
- **1% Δ in Fabric Prices (3 to 4 month lag)** ~$3M

### Translational Foreign Currency

- **1% Δ in Synthetic USD/BRL (e.g. R$3.79 to R$3.78 is favorable by 0.01)** ~$0.4M
- **1% Δ in Synthetic USD/CNY (e.g. ¥6.75 to ¥6.74 is favorable by 0.01)** ~$0.4M
- **1% Δ in Synthetic USD/EUR (e.g. €0.87 from €0.86 is favorable by 0.01)** ~$4.3M
- **1% Δ in Synthetic USD/TRY (e.g. ₺5.42 from ₺5.41 is favorable by 0.01)** ~$0.1M
- **1% Δ in Synthetic EUR/TRY (e.g. ₺6.25 from ₺6.24 is favorable by 0.01)** ~$0.0M

### Tire Raw Material Spend

- **1% Δ in Synthetic Rubber Prices (3 to 4 month lag)** ~$9M
- **1% Δ in Natural Rubber Prices (4 to 6 month lag)** ~$6M
- **1% Δ in Pigment, Chemical, & Oil Prices (3 to 4 month lag)** ~$5M
- **1% Δ in Wire/Other Prices (3 to 4 month lag)** ~$4M
- **1% Δ in Carbon Black (3 to 4 month lag)** ~$3M
- **1% Δ in Fabric Prices (3 to 4 month lag)** ~$3M

### Transactional Foreign Currency

- **1% Δ in Synthetic USD/BRL (e.g. R$3.79 to R$3.78 is favorable by 0.01)** ~$0.4M
- **1% Δ in Synthetic USD/CNY (e.g. ¥6.75 to ¥6.74 is favorable by 0.01)** ~$0.4M
- **1% Δ in Synthetic USD/EUR (e.g. €0.87 from €0.86 is favorable by 0.01)** ~$4.3M
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- **1% Δ in Synthetic EUR/TRY (e.g. ₺6.25 from ₺6.24 is favorable by 0.01)** ~$0.0M

### Approximate Profit Margin Per Tire

- **Consumer OE ≥17”** ~$26 Average
- **Consumer Replacement ≥17”** ~$18
- **Consumer OE <17”** ~$32
- **Consumer Replacement <17”** ~$7 - $10
- **Commercial - U.S. and Europe** ~$50 - $60

### Approximate OH Absorption Per Tire

- **Americas Consumer** $10 - $15
- **Americas Commercial** $50 - $60
- **EMEA Consumer** $8 - $12
- **EMEA Commercial** $30 - $35

### Cost Inflation

- **1% Δ in Global Inflation** ~$55M
- **1% Δ in Americas Inflation** ~$25M
- **1% Δ in EMEA Inflation** ~$25M

### Note:

Volume, pricing, profit margin and raw materials modeling assumptions based on Goodyear's public disclosures. Currency, cost inflation and overhead absorption figures based on internal estimates. Currency sensitivities as shown in second quarter 2018 earnings call presentation.
Use of Historical and Forward-Looking Non-GAAP Financial Measures

This presentation contains historical and forward-looking non-GAAP financial measures, including Total Segment Operating Income and Margin and Adjusted EBITDA, which are important financial measures for the company but are not financial measures defined by U.S. GAAP, and should not be construed as alternatives to corresponding financial measures presented in accordance with U.S. GAAP.

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

EBITDA, as adjusted, represents Goodyear Net Income, as determined in accordance with U.S. GAAP (the most directly comparable U.S. GAAP financial measure to EBITDA), before interest expense, income tax expense, depreciation and amortization expense, rationalization charges, and other (income) and expense. Management believes that Adjusted EBITDA is widely used by investors as a means of evaluating the company’s operating profitability.

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

We are unable to present a quantitative reconciliation of our forward-looking non-GAAP financial measures to the most directly comparable U.S. GAAP financial measures because management cannot reliably predict all of the necessary components of those U.S. GAAP financial measures without unreasonable effort. Those forward-looking non-GAAP financial measures, or components thereof, would be reconciled to Goodyear Net Income, which includes several significant items that are not included in the comparable non-GAAP financial measures, such as rationalization charges, other (income) expense, pension curtailments and settlements, and income taxes. The decisions and events that typically lead to the recognition of these and other similar non-GAAP adjustments, such as a decision to exit part of our business, acquisitions and dispositions, foreign currency exchange gains and losses, financing fees, actions taken to manage our pension liabilities, and the recording or release of tax valuation allowances, are inherently unpredictable as to if or when they may occur. The inability to provide a reconciliation is due to that unpredictability and the related difficulty in assessing the potential financial impact of the non-GAAP adjustments. For the same reasons, we are unable to address the probable significance of the unavailable information, which could be material to our future financial results.
### Reconciliation for Segment Operating Income/Margin (a)

#### Terms: US$ millions

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<tr>
<td>Loss on deconsolidation of Venezuelan subsidiary</td>
<td>-</td>
<td>-</td>
<td>(646)</td>
<td>-</td>
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</tr>
<tr>
<td>Retained expenses of divested operations</td>
<td>(13)</td>
<td>(18)</td>
<td>(14)</td>
<td>(16)</td>
<td>(24)</td>
<td>(14)</td>
<td>(29)</td>
<td>(20)</td>
<td>(17)</td>
<td>-</td>
<td>(17)</td>
<td>(48)</td>
<td>(52)</td>
<td>(12)</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>(50)</td>
<td>(66)</td>
<td>(90)</td>
<td>(50)</td>
<td>(69)</td>
<td>(34)</td>
<td>(75)</td>
<td>(47)</td>
<td>(37)</td>
<td>(45)</td>
<td>(53)</td>
<td>(20)</td>
<td>(60)</td>
<td>(86)</td>
<td>(53)</td>
</tr>
</tbody>
</table>

#### Income (Loss) from Continuing Operations before Income Taxes

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</tr>
</thead>
<tbody>
<tr>
<td>United States and Foreign Tax Expense (Benefit)</td>
<td>513</td>
<td>(77)</td>
<td>232</td>
<td>(1,834)</td>
<td>138</td>
<td>203</td>
<td>201</td>
<td>172</td>
<td>7</td>
<td>209</td>
<td>255</td>
<td>60</td>
<td>233</td>
<td>208</td>
<td>117</td>
</tr>
<tr>
<td>Less: Minority Shareholders Net Income</td>
<td>19</td>
<td>20</td>
<td>69</td>
<td>69</td>
<td>46</td>
<td>25</td>
<td>74</td>
<td>52</td>
<td>11</td>
<td>54</td>
<td>70</td>
<td>111</td>
<td>95</td>
<td>58</td>
<td>33</td>
</tr>
<tr>
<td>Income (Loss) from Continuing Operations</td>
<td>$346</td>
<td>$1,264</td>
<td>$307</td>
<td>$2,452</td>
<td>$629</td>
<td>$212</td>
<td>$343</td>
<td>(216)</td>
<td>(375)</td>
<td>(77)</td>
<td>$120</td>
<td>(373)</td>
<td>$124</td>
<td>$115</td>
<td>(807)</td>
</tr>
<tr>
<td>Discontinued operations</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Cumulative effect of account change</td>
<td>-</td>
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<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Goodyear Net Income (Loss)</td>
<td>$346</td>
<td>$1,264</td>
<td>$307</td>
<td>$2,452</td>
<td>$629</td>
<td>$212</td>
<td>$343</td>
<td>(216)</td>
<td>(375)</td>
<td>(77)</td>
<td>$583</td>
<td>(330)</td>
<td>$228</td>
<td>$115</td>
<td>(807)</td>
</tr>
</tbody>
</table>

#### Net Sales (as reported)

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</tr>
</thead>
<tbody>
<tr>
<td>$15,377</td>
<td>$15,158</td>
<td>$16,443</td>
<td>$18,138</td>
<td>$19,540</td>
<td>$20,992</td>
<td>$22,767</td>
<td>$18,832</td>
<td>$16,301</td>
<td>$19,488</td>
<td>$19,644</td>
<td>$18,751</td>
<td>$18,098</td>
<td>$18,353</td>
<td>$15,102</td>
<td></td>
</tr>
<tr>
<td>Return on Net Sales (as reported)</td>
<td>2.3%</td>
<td>8.3%</td>
<td>1.9%</td>
<td>13.5%</td>
<td>3.2%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>(1.1)%</td>
<td>(2.3)%</td>
<td>(0.4)%</td>
<td>3.0%</td>
<td>(1.8)%</td>
<td>1.3%</td>
<td>0.6%</td>
<td>(5.3)%</td>
</tr>
<tr>
<td>Total Segment Operating Margin</td>
<td>10.1%</td>
<td>13.2%</td>
<td>12.3%</td>
<td>9.4%</td>
<td>8.1%</td>
<td>5.9%</td>
<td>6.0%</td>
<td>4.9%</td>
<td>2.3%</td>
<td>4.1%</td>
<td>6.3%</td>
<td>3.8%</td>
<td>5.9%</td>
<td>5.2%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

(a) 2010 – 2016 have been restated for the new guidance on the presentation of debt issuance and amortization costs, 2003 – 2006 have not been restated. 2016 – 2017 have been restated in alignment with the new pension accounting standard adopted in 2018, 2003 – 2015 have not been reported. 2003 – 2012 have not been restated for the Americas consolidation. In July 2007, the Engineered Products business was sold; in 2007-2009 results from Engineered Products have been included in discontinued operations, 2003-2004 includes income from Engineered Products in income from continuing operations.
## Reconciliation for Adjusted EBITDA

($ in millions)

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodyear Net Income (Loss)</td>
<td>346</td>
<td>1,264</td>
<td>307</td>
<td>2,452</td>
<td>($375)</td>
<td>($77)</td>
</tr>
<tr>
<td>Interest Expense</td>
<td>335</td>
<td>372</td>
<td>438</td>
<td>444</td>
<td>311</td>
<td>320</td>
</tr>
<tr>
<td>Income Tax Expense (Benefit)</td>
<td>513</td>
<td>(77)</td>
<td>232</td>
<td>(1,834)</td>
<td>7</td>
<td>209</td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>781</td>
<td>727</td>
<td>698</td>
<td>732</td>
<td>636</td>
<td>660</td>
</tr>
<tr>
<td>Other (a)</td>
<td>205</td>
<td>235</td>
<td>619</td>
<td>381</td>
<td>267</td>
<td>243</td>
</tr>
<tr>
<td><strong>EBITDA, as adjusted</strong></td>
<td><strong>2,180</strong></td>
<td><strong>2,521</strong></td>
<td><strong>2,294</strong></td>
<td><strong>2,175</strong></td>
<td><strong>846</strong></td>
<td><strong>1,355</strong></td>
</tr>
</tbody>
</table>

(a) Other includes rationalization charges, other income and expense and the loss on the deconsolidation of our Venezuela subsidiary effective December 31, 2015.