

# GOODYEAR'S 2015 CORPORATE RESPONSIBILITY REPORT

Goodyear's 2015 Corporate Responsibility Report is a summary of our progress and performance during the 2015 calendar year. For more information, please visit [goodyear.com/responsibility](http://goodyear.com/responsibility).



## ENVIRONMENTAL STEWARDSHIP

Sharing the planet responsibly with customers, employees, shareholders, communities and suppliers is the impetus behind key sustainability objectives at Goodyear. Our sustainable activities mirror this commitment.

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### Species of plants and animals protected on site of new Goodyear plant in Mexico.

While a site survey for Goodyear's new plant in San Luis Potosi identified only a single cactus as a protected species in Mexico, 20 other plants and animals were recognized as protected by the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES). These species are not endangered or facing extinction, but their survival requires special consideration. As a company committed to caring for our environment and communities, Goodyear relocated all to safe and compatible habitats.

510,731

### GHG emissions reduction in metric tons compared to 2010, our baseline year.

In 2015, Goodyear exceeded a five-year goal of reducing greenhouse gas (GHG) emissions by 19%. Part of our strategy to reduce GHG emissions is to address the entire life cycle of our products, including reducing emissions from supplied materials through manufacturing, during use and final end of product life.

23%

### Water use reduction since 2010, our baseline year.

While the majority of Goodyear's manufacturing facilities are in areas unaffected by water scarcity concerns, it is still important to us that we continuously reduce our impact on local water resources. We have reduced our water use by implementing leak detection programs and water conservation strategies, and investing capital into water reuse and treatment systems at select facilities.

15%

### Reduction in energy consumption since 2010, our baseline year.

In 2015, Goodyear achieved its five-year goal of reducing energy consumption by 15%. Each of our regions has a full-time energy manager engaged in implementing steps to reduce the use of energy in our facilities around the world.

38%

### Solvent reduction in the last five years.

Goodyear continues to be an industry leader in efforts to reduce solvents in our manufacturing facilities. Our use rate in 2015 was 0.69, a further reduction from 2014. Our focus remains on the global application of best practices to further reduce this rate.

0

### Amount of waste any Goodyear manufacturing facility is permitted to send to a landfill.

For the past seven years, Goodyear has maintained Zero Waste to Landfill, a program that applies to all manufacturing facilities. This corporate initiative reduces our environmental impact by requiring all manufacturing plants to reduce, reuse and recycle waste.



## OUR PEOPLE

At Goodyear, we are one team working together to drive performance on the road, in the marketplace and throughout the company. To reach our full potential as associates and deliver on business goals, we strive for five interdependent behaviors: Act with Integrity, Promote Collaboration, Be Agile, Energize the Team, and Deliver Results.

65,000+

### Completed compliance and ethics training events.

Associates around the globe completed online and in-person training events on topics such as the Business Conduct Manual, anti-bribery, competition laws, financial integrity, conflicts of interest, privacy, and protecting company information.

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### Current number of Employee Resource Groups.

Employee Resource Groups (ERGs) benefit Goodyear associates by providing access to invaluable coaching, mentoring, professional development, training and seminars, as well as opportunities to expand their professional network within the organization. In 2015, Goodyear had four ERGs — Goodyear Veterans Association, Goodyear Women's Network, Goodyear Black Network, and Next Generation Leaders. Goodyear has plans to add another ERG in 2016 to promote diversity and inclusion.

66,000

### Associates around the world.

We encourage a culture where associates own their own development and managers provide opportunities, coach and support their people throughout the development journey. Our leaders are held accountable for inspiring their teams, growing the business and acting with integrity, and their own talent management by honoring their commitments to associates.



## HEALTH, SAFETY & WELLNESS

At Goodyear, we continue to build a culture where safety and wellness are values to each and every associate. By doing so, we will continue our drive toward zero incidents.

36%

### Injury reduction in the past five years.

At Goodyear, our goal for safety performance is for every Goodyear associate around the world to go home injury-free every day. Our ultimate goal is for zero incidents. Examples of this focus include programs such as Target Zero, which focuses on near-miss reporting, and our global audit program that helps us strive for full compliance and continuous improvement in our environmental, health, safety and sustainability systems.

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### Health and wellness program and communications channels in place.

Goodyear's wellness initiative for associates, *GoodLife*, provides the information, tools and programs that foster an atmosphere of wellness and promote a culture of health at Goodyear. A new channel, the *GoodLife* app, is scheduled to launch in 2016.



## OUR INNOVATIONS

Innovation excellence drives our technological advances and enables us to create products and services that are valued and sought out by consumers and customers. Our solutions respond to the needs of an increasingly complex market and help to set us apart from the competition.

### INNOVATIVE TIRES

#### Innovations our customers want and need.

Among other important attributes, Goodyear conducts research to make tires environmentally friendly and fuel efficient in a variety of ways, such as by reducing tire weight. For example, Goodyear is the first manufacturer to incorporate silica derived from rice husk ash into its tires. Aside from making tires more fuel efficient, this innovation has the potential to eliminate millions of tons of rice husk from the waste stream. Visit our [Corporate Responsibility website](#) for more information about our award-winning innovations.

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#### SmartWay®-verified products on the roads.

A total of 21 Goodyear truck tire products that increase fuel efficiency and provide low rolling resistance have received SmartWay verification from the U.S. Environmental Protection Agency (EPA). The EPA established low rolling resistance requirements for retreaded truck tires in 2012, and verified tires must help reduce truck fuel consumption by at least 3%.

669

#### New worldwide patents received.

In 1900, when automotive tires were little more than oversized bicycle tires, Goodyear designed a better tire, thus creating the enduring Goodyear legacy of continuous improvement and innovation. Today, our success continues to be driven by innovation, and our associates around the world create innovative products, including those with low rolling resistance and other sustainable considerations.



## COMMUNITY ENGAGEMENT

Goodyear has a long history of supporting its communities around the world. We strive to build and support collaborative programs that create positive outcomes for people, communities and the world around us. This mindset is reinforced through the company's ongoing commitment to care for our communities.

2,100

#### Students, parents and teachers in attendance at Goodyear's 16<sup>th</sup> annual STEM Career Day.

In Akron, Ohio, Goodyear's annual STEM Career Day engages local middle- and high-school students in challenging, hands-on STEM instruction and activities. More than 300 Goodyear associates volunteer their time to plan and supervise the event, which includes \$40,000 in scholarships to deserving students.

\$1 MILLION+

#### Funds raised for local charities by Goodyear Blimps since 2012.

Among other corporate responsibility programs, Goodyear supports the fund-raising efforts of local charities by providing once-in-a-lifetime opportunities to ride the Goodyear Blimp at our Blimp locations in California, Florida and Ohio.

In 2015, for a fifth year, Goodyear hosted events for the general public at its three blimp bases to benefit the U.S. Marine Corps Reserve Toys for Tots Program. Attendees were invited to see the blimps up close while donating toys and cash to a worthy cause. More than 58,000 toys and \$141 thousand have been donated since inception of the program in 2010. This includes a special donation in the form of a check for \$10,000 from Goodyear made directly to the Marine Toys for Tots Foundation in 2015. Goodyear is recognized as a national sponsor and is a recipient of the Foundation's *Commander's Award*.