2018 CORPORATE RESPONSIBILITY REPORT
SUSTAINABLE SOURCING

DEVELOPING NEW MATERIALS

**GOALS:** Increase soybean oil consumption by 25% by 2020 and fully replace petroleum-derived oils by 2040

**GOAL:** Double use of rice husk ash silica within the next two years

Dandelion rubber

**GOALS:** Increase soybean oil consumption by 25% by 2020 and fully replace petroleum-derived oils by 2040

**GOAL:** Double use of rice husk ash silica within the next two years

**GOAL:** Achieve 50% raw material spend traceability by 2025

Biosoprene™ monomer for synthetic rubber

ENFORCING A ROBUST SUPPLIER CODE OF CONDUCT

FOUNDING MEMBER OF THE TIRE INDUSTRY PROJECT
RESPONSIBLE OPERATIONS

REDUCING ENVIRONMENTAL IMPACTS

EMISSIONS

*GOAL: Achieved 17% greenhouse gas reduction; working toward a total of 25% by 2023

ENERGY

*GOAL: Reduce energy consumption by 25%; Reduce energy intensity by 25% by 2023

WATER

GOAL: Achieved 19% water reduction; working to reduce water usage by a total of 33% by 2020

WASTE

Established zero waste to landfill expectation in 2006

IMPROVING SAFETY

GOAL: Eliminate all serious injuries and fatalities in our workplaces while achieving a total incident rate of less than 1.0 by 2023

*Compared to 2010 baseline.
ADVANCED MOBILITY

IMPROVING PRODUCT PERFORMANCE

FUEL EFFICIENCY
GOAL: For our global consumer tire portfolio, reduce rolling resistance by 40% and tire weight by 9% by 2025 from a 2005 baseline

SAFETY
Continuously tests for potential performance improvements in wet, dry and winter conditions

TIRE LONGEVITY
In 2018, Goodyear launched the Assurance MaxLife in the U.S., its highest tread wear limited warranty consumer tire

MAKING IT EASIER TO BUY AND MAINTAIN TIRES

Innovative new concepts for buying tires
Connected and intelligent tires
Maximizing commercial fleet ROI
New mobility architecture

BETTER FUTURE ADVANCED MOBILITY
INSPIRING CULTURE

IMPROVING THE WORKPLACE AND COMMUNITY

LEARNING AND DEVELOPMENT
More than 31,500 learning courses

DIVERSITY & INCLUSION
Six employee resource groups
Recruiters are 100% AIRS Diversity and Inclusion Certified

HEALTH & WELLNESS
GoodLife wellness program
GOAL: Tobacco-free company by 2025

COMMUNITY ENGAGEMENT
Global Week of Volunteering – 22 Goodyear locations participated, 400+ associates contributed 9,000 volunteer hours to 55+ organizations

BUILDING GOODYEAR TALENT

GOAL: 100% execution of succession plans