

**GOODYEAR**

2021 RACING MEDIA GUIDE









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Mike Siberini started with Goodyear in 1999 as a PR rep with the NASCAR Truck Series, followed by a move to Cup Series in 2001 and has since been Goodyear's PR rep at every Cup race. He also does freelance TV production work with Fox and NBC. Prior to a PR stint in NASCAR in 1997, Siberini also worked with several professional soccer franchises.

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The Goodyear Tire & Rubber Company; 200 Innovation Way, Akron, OH 44316

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**STEVE MCCLELLAN**  
President, Goodyear Americas

## DEAR MEDIA MEMBERS

As we turn the page on 2020 and look forward to what will be another historic racing season, we're reminded of the important role sports can play in helping people through challenging times. In a year when the world slowed down, racing was the first major sport to gear up and return to the scene, bringing a sense of normalcy and entertainment to fans when they needed it most.

For those tuning in from home and fans fortunate enough to take to the stands, your coverage kept millions of motorsports enthusiasts around the world engaged and connected. On behalf of Goodyear, thank you for your commitment to covering the sport. We look forward to a great 2021 season and hope to see you all again at the track soon.

*Steve McClellan*







# HOW A NASCAR TIRE IS MADE IN AKRON, OHIO



## MATERIALS

Dozens of distinct ingredients come together in the process of making a NASCAR race tire.



## ENGINEERED COMPONENTS

Engineers design and in-house associates build all the components that make up a race tire, including the bead, sidewall, body plies, belts, overlay and tread.



## TIRE BUILDING

Skilled tire builders at Goodyear's Innovation Center Manufacturing (ICM) facility in Akron, Ohio hand build each NASCAR tire to meet precise specifications.



## RFID CHIP

A radio frequency identification (RFID) chip is embedded in the sidewall of each NASCAR radial tire to track the tire throughout its life cycle.



## CURING

Tires are exposed to high temperatures and pressure to bind the components, as well as give the tires their recognizable shape.



## FINAL FINISH

Tires are trimmed and inspected by hand for quality control.



## DECAL

The distinctive yellow Goodyear Eagle lettering is applied to each NASCAR tire.



## QUALITY SYSTEMS

Throughout the manufacturing process, components and tires are subjected to numerous checks to ensure uniformity and quality, including manual and visual inspections, testing and X-ray.



## SHIPPING & DELIVERY TO TRACK

After a NASCAR tire is built, cured and inspected, it is off to the race track.



# ASSOCIATES TAKE PRIDE IN ROLE WITH NASCAR



## BEKKI PETERHOFF

28 Years of Service / Service Operator  
& Tire Builder

My parents both worked for Goodyear; my father for 44 years. I was the first woman race tire builder and am still doing it today.



## MATT DILAURO

23 Years of Service / Labor Trainer

Drivers are important to me. Each part of the tire making process is handled with such care and detail from the start to the checkered flag on race day.



## GLEND A WAGNER

22 Years of Service / Stock Preparation

My family loves watching NASCAR racing, especially since one of my tires won the race in 2004. I still have the winning tire builder certificate.



## BILL FOGLE

28 Years of Service / Breakdown Mill Operator

I take great pride and a sense of accomplishment knowing that my work helps propel some of the greatest drivers in the racing world safely to victory.





## JOE NUTTER

28 Years of Service / Final Finish

I'm very proud to be a member of the Goodyear racing division. It is rewarding to be able to watch our finished product on national television every race weekend.



## DAWN WASHINGTON

15 Years of Service / Cure Operator

My sister and I both work at Goodyear. We take great pride in our family as she builds NASCAR tires and I cure them.



## MARK WILSON

14 Years of Service / Extruder Operator

I am a second-generation associate at this plant. My grandfather was hired in 1918 and worked 45 years for Goodyear. My son also works here as a tire builder, making it three generations.



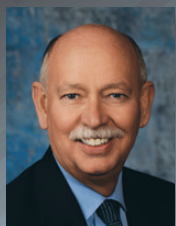
## THOMAS HYSELL

4 Years of Service / Maintenance Repair

I'm the third one in my family to work at Goodyear, following my two grandfathers who had careers here. At a young age, I went to a NHRA drag race, and it is something I never forgot.



# GOODYEAR RACING STAFF



**STU GRANT** General Manager, Global Race Tires  
Iowa State (1972); Joined Goodyear 1972

Stu joined Goodyear after graduating from Iowa State University with a degree in chemical engineering. After a year with aircraft tire development, he moved to Goodyear's racing division in 1973 as a racing tire engineer. Stu was named chief compounder in 1978 and manager of racing tire development programs in 1983. He transferred to passenger tires in 1991 and then to Kelly-Springfield as marketing manager of light truck tires. Stu returned to racing in 1994 as director of racing tire sales and marketing. In February 1996, he was named general manager of global race tires.



**RICK HEINRICH** Account Manager, NASCAR  
Western Illinois University (1985); Joined Goodyear 1985

Rick joined Goodyear's retail store division in 1985 after graduating from Western Illinois University with a degree in business. Rick moved to Goodyear's headquarters in Akron in 1990 as an accountant in retail operations and after three years, he was named operations manager for the Commercial Tires Centers. He joined the Goodyear racing division in 2002, where he managed the distribution and service of race tires for NASCAR's top three divisions. In 2008, Rick became the sales account manager for NASCAR.



**GREG STUCKER** Director, Race Tire Sales  
Vanderbilt University (1979); Joined Goodyear 1979

Greg joined Goodyear in 1979 following his graduation from Vanderbilt University with a degree in mechanical engineering. After a year on the technical squad, he joined the racing division in 1980, moving from short track and NASCAR tire development to group leader for Indy cars in 1983. In 1986, Greg was named chief engineer in racing. Following three years in original equipment passenger tire engineering, he returned to racing in October 1998 as manager of race tire product development. Greg was promoted to director of race tire sales and marketing in October 2000 and director of sales in 2007.



**TODD ROGERS** Sales Account Manager, Drag Racing  
Western Carolina University (2005); Joined Goodyear 2006

Todd joined Goodyear racing with the inventory control group in 2006 after graduating from Western Carolina University with a degree in sports management. In 2011, he became the sales account manager for the NASCAR Camping World Truck Series, K&N Pro Series (East and West) and the Canadian Tire Series. In 2017, Todd took on the role of sales account manager, Drag Racing.



**TOM COURTNEY** Manager, Race Event Operations  
Indiana University-Purdue University Indianapolis (1995);  
Joined Goodyear 1991

Tom joined Goodyear as tire technician, mounting race tires in the IndyCar group while working through college. He became race tire service manager for the dirt group in 2001, and was promoted to manager of logistics and distribution for NASCAR's top three divisions in 2005. In 2013, Tom was named manager of race event operations overseeing NASCAR track operations and race tire pre-mounting.



**JUSTIN FANTOZZI** Operations Manager, Racing  
University of Cincinnati (1998); University of Akron (2002); Joined Goodyear 1996

Justin joined Goodyear's racing division after graduating from the University of Cincinnati with a degree in chemical engineering. His race engineering career included tire compounding and tire design in the sports car, dirt and open-wheel venues. Justin received an MBA in marketing from the University of Akron in 2002, at which time he was assigned as the field sales manager for dirt and asphalt short track and then stock cars. In 2007, he was named marketing manager. In 2014, he was named to his current role as operations manager.



**JAY CHAPMAN** Sales Account Manager  
University of Akron (2000); Joined Goodyear 2017

During his academic career, Jay earned a degree in business management from the University of Akron and a motorsports management certificate from Sports Management Worldwide. He began his Goodyear career working in its retail stores, starting as a general service tech and working his way up to assistant store manager. He joined the racing group in 2017 and currently oversees Goodyear's involvement in sports car racing, as well as the NASCAR Gander RV & Outdoors Truck Series.





**BOB ALTVATER** Manager, Race Tire Development & Quality  
Virginia Tech (1980); Joined Goodyear 1980

Bob joined the Goodyear-Danville manufacturing facility after graduating from Virginia Tech with a degree in chemical engineering. Over the next 22 years, he had assignments in multiple North American manufacturing locations as part of the quality & technology organization. In the fall of 2002, he moved to Akron and has led the consumer design standards team, the global product performance team and has had multiple leadership assignments in the regional quality & technology team supporting all North American manufacturing locations. Bob joined Goodyear Racing in 2012 and is responsible for race tire product development and outgoing quality.



**MARK KETO** NASCAR Project Manager  
Penn State University (1996); Joined Goodyear 1996

Mark joined Goodyear's racing group to work with the sports car development team after graduating from Pennsylvania State University with a degree in chemical engineering. By early 1997 he shifted to the NASCAR group, working as a tire compounder. Mark served as lead engineer of the NASCAR group between 2001-2011 and project leader for racing technology between 2011-2017. He was promoted to his current position in July 2017.



**DAVE AUFFENBERG** Project Manager, Tire Development, Drag & Sports Car Racing  
Purdue University (1985); Joined Goodyear 1985

Dave joined Goodyear in 1985 in dirt racing and Formula One after graduating from Purdue University with a degree in chemical engineering. Dave moved to the stock car group in 1987, then the CART series in 1990. He was made group leader of dirt, drag and bias-ply tires in 1993, then was named chief engineer over stock car, sports radial, supercar and bias-ply tires in 1997. Dave's focus as project manager since 2011 remains on drag and sports car tires.



**SHANNON BAKER** Project Leader, Advanced Engineering Group  
GMI Engineering & Management Institute (2001);  
Joined Goodyear 2002

Shannon joined Goodyear racing's advanced engineering group after graduating from GMI with a degree in mechanical engineering. He was responsible for force and moment testing and the implementation of radio frequency identification (RFID) technology in NASCAR. Between 2014-2017, Shannon served as lead engineer of Goodyear's tire vehicle mechanics group before being promoted in August 2017 to his current position, in which he focuses on developing advanced technologies for the racing group.



**RYAN BENOIT** Lead Engineer, Racing Technology  
Virginia Tech (2011); Joined Goodyear 2011

Ryan joined Goodyear in 2011 after graduating from Virginia Tech with a degree in materials science engineering and started work on MRT tires in Danville, Va. He joined the Goodyear NASCAR team at the beginning of the 2013 season as a compounder. In August 2017, Ryan was promoted to lead engineer of the NASCAR group. His focus is designing an optimized tire package for each event, tire quality and tire development.



**BILL BEDONT** Lead Engineer, Drag & Sports Car Racing  
University of Pittsburgh (1999), University of Akron (2003);  
Joined Goodyear in 1999

Bill joined Goodyear in 1999 with a degree in mechanical engineering. He initially worked in the global engineering group on extruders while getting his Masters degree in mechanical engineering from the University of Akron. He joined the race group in 2003 as a drag designer until 2007. Bill re-joined the race division as lead engineer for drag and sports car tires in 2019.



**MARTY BURGESS** Manufacturing Director  
DeVry Institute of Technology (2016); St. Lawrence College (2007); Joined Goodyear 1996

Marty joined Goodyear in 1996 and worked for nearly 23 years in the Napanee, Ontario, Canada plant. He has a degree from DeVry Institute of Technology in business administration and project management as well as experience and accreditations as both an industrial electrician and an industrial mechanic millwright. He had assignments of increasing responsibility in both tire manufacturing and maintenance at Napanee. In October 2018, Marty joined innovation center manufacturing, Goodyear's race tire plant.



# 2021 GOODYEAR RACING PREVIEW

After a challenging 2020 racing season, The Goodyear Tire & Rubber Company not only continued its commitment to the sport but has chosen to expand its efforts with new products and new series in 2021. Goodyear has a more than 100-year involvement in auto racing, and that remains strong well into the 21st Century.



"I've been asked about how the sport of auto racing has changed over the years, and how a company like Goodyear justifies its involvement," said Stu Grant, Goodyear's general manager of global race tires. "Race cars, engines and tires have all changed tremendously over the years, but at the crux of the issue there's still one thing – competition. People love to compete. People love to race."



"Think about it. In auto racing anyone can compete. The drivers can compete; the engineers can compete; the crews can compete; anyone who makes a component can compete. If you're the best, you win. If you're not, you lose. There are pages and pages of market research data that supports the theory that people believe that the company that can make a winning car, or a winning engine, or a winning tire, has the technical competence to make a product that they should buy."

That all leads to the age old adage that drives the sport.

"'Win on Sunday, sell on Monday' has been proven many times, but I think there's more to it than that," said Grant. "You can talk about technology and all of the technical advances that result from racing, and that is huge. There is no better driver of technology than racing. You can

talk about people development – teaching commitment, setting goals, developing a sense of urgency, learning customer focus, building teamwork. The face of auto racing has changed much over the years, but those things have not. Any one of them, at any given time, can stand alone as a justification of a company's racing involvement.

"Ultimately the end result is the same – image. The image of a technically competent organization that produces durable, high quality products and backs up its claims with measurable success at the racetrack. An organization that is committed to winning. Racing offers the visible communication of that message. In any normal year, racing is about agility and being able to react quickly," said Grant. "The pandemic of 2020 really showed the amazing skills of the talented people in the racing community."

Below, we break out the many series and disciplines that form the basis of Goodyear's racing program.



## NASCAR

Goodyear has been supplying tires in NASCAR for more than 60 years and has been the exclusive tire supplier to the sanctioning body's three national divisions since 1997. The partnership between Goodyear and NASCAR is one of the longest running in professional sports and one that is built on mutual respect.

"When you look back at what NASCAR accomplished in 2020, it was nothing short of remarkable," said Grant. "After everything was shut down in March, NASCAR was the first major sport to come back live. They put the

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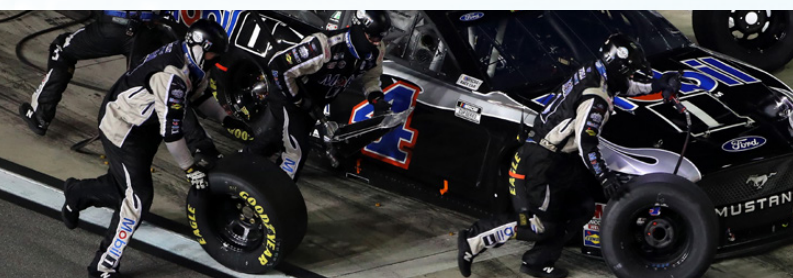




## 2021 SEASON, CONTINUED

health protocols in place to be able to hold their events and had the flexibility to adjust schedules and venues as they navigated through all of the uncertainty.

“Goodyear played a major role in NASCAR’s return to racing as we talked constantly about what tires we had available to race and how quickly we could manufacture tires for a particular event. I’m extremely proud of the communication and collaboration that we had throughout the process.”



While the NASCAR schedule has always changed slightly from year to year, 2021 marks a major shift in traditional race dates and the number of venues the sport will visit.

“Looking forward to 2021, I’m very excited to see some new tracks on the Cup schedule. Nashville, Bristol on dirt, and the race at

the Circuit of the Americas all give race fans an opportunity to see what many say is NASCAR racing at its best – short tracks and road courses,” said Grant. “We’re planning our tire testing schedule for these events and we’ll be in a position to supply the best possible tire set-up for these unique venues.”

“I think everyone looks forward to each new race season with a certain level of excitement,” added Greg Stucker, Goodyear’s director of racing. “But the addition of some iconic road courses in 2021 adds a new level of anticipation. We have experience on all the circuits with various series, so we look forward to transferring that knowledge to the tire recommendations for those Cup races.”

Adding new tracks requires work in testing and development. Goodyear has on-track sessions scheduled throughout the early part of 2021 to confirm its tire set-ups for 2021, as well as get ready for the transition from 15-inch wheels to 18-inch in the Cup Series in 2022.

“While we’re doing our tire development work for those tracks, we can’t take our eye off the ball on the development of our 18-inch tire for the Nex Gen car to be introduced in 2022,” said Grant. “Delaying the introduction of the new car for a year allowed everyone

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to focus on the critical issues in front of us at the time, which was how do we return to racing in the midst of a pandemic. It was unfortunate to delay the new car but it was absolutely the right thing to do.”

“We’re very happy with where we stand on the tire development for the Next Gen platform,” added Stucker. “Obviously, development of an all new race car is a major technical challenge. We’ve covered all the types of track groupings over the course of nine tests and are satisfied with all the results. Five tire tests over the course of 2021 will enable us to fine tune the individual packages for the start of the 2022 season.”

## NHRA

A major part of Goodyear Racing’s focus is the National Hot Rod Association. NHRA was forced to scale back its schedule in 2020, but the sport’s popularity remained strong.

“While much of our focus was on NASCAR, remember that drag racing was dealing with all the same issues,” said Grant. “NHRA was able to do much of the same thing that NASCAR did – adjust their schedule and adjust their racing format and press on.



They were resourceful and resilient, and managed to have what turned out to be a nearly full 2020 racing schedule.”

“NHRA’s special relationship with their fans and the focus on keeping some fans in attendance at the national events created many challenges for the industry,” added Stucker. “But the commitment by NHRA, the teams and suppliers like us overcame those challenges, and got us back on track with great racing in 2020. That relationship with those avid NHRA fans is one of the reasons the NHRA is so important to us.”

The 2020 season saw the return to championship form by some of the sport’s top stars.

“We had some great champions and impressive performances in the pro classes,” said Todd Rogers, Goodyear’s sales account manager for drag racing. “In Top Fuel, Steve Torrence overcame missing the season opener at Pomona and won four of six final round appearances to win his third straight championship; in Funny Car, Matt Hagan out-dueled his Don Schumacher Racing teammates to win his third title overall; and in Pro Stock, Erica Enders compiled a record of 22-6 in eliminations to win her second straight championship and her fourth overall.

Drag racing is a sport that is all about speed, and keeping up with that goal takes a monumental effort from a tire engineering standpoint.

“One of the things that I’m especially pleased with is, that in spite of all the return to racing issues that we faced, our engineering staff was still able to continue new product development in our NHRA program,” said Grant. “We introduced some of these products at the end of 2020 with excellent results, and we’ve got some good momentum going into the 2021 racing season.”

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"We are really excited to introduce the new D-2719 tire as we kick off the 2021 race season," added Rogers. "This new tire has been developed around the ever growing bracket racing scene and NHRA Top Dragster competitors. It has the Top Fuel and Funny Car D2H compound, which gives racers a very consistent product across wide temperature swings and track conditions. We've been lucky to work with a great group of racers while developing this tire, and we're eager to watch it perform on track. We'll have other new products coming out during the racing season in Pro Mod, Top Alcohol Funny Car, Super Comp and Factory Stock Showdown."

## SPORTS CAR

"Sports car racing is a broad and diverse playing field, with multiple sanctioning bodies and car classes, so that discipline presents quite a challenge for a tiremaker."

"As we faced the challenges of 2020, we were still able to introduce some new products with great results in our sports car efforts," said Grant. "As varied a landscape we face, we had a lot of highlights in the SCCA, Formula Car Challenge, vintage racing and other areas."

"We were able to deliver multiple new products to market in 2020," added Jay Chapman, Goodyear's sales account manager for sports car. "The sports car engineering team executed our first DOT tire to market since 2012 for its debut at the SCCA Run-Offs at Road America in the B-Spec class. The tire then earned a new track record in B-Spec at Homestead-Miami Speedway. In the SCCA P1 class, we tested and implemented a new compound, quickly becoming strong contenders for the victory inside the class. Also, our engineering team took customer feedback and were able to continue to develop and refine our R250 tires, that resulted in a new track record at Road America at the SCCA Runoffs in GT1."

While the SCCA and Formula Car Challenge are major elements of Goodyear's sports car program, there are other dynamic disciplines and associations in which the company is involved.

"In vintage car racing, Goodyear has seen an increased level of participation in the Daytona Prototype category," said Chapman. "Our category offerings provide a desired

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level of grip and responsiveness that matches the needs of the Daytona prototype very well, and we expect continued growth and collaboration with our counterparts in Europe.

“Another exciting collaboration is with the Skip Barber Racing School, which has developed into a world leading training ground for the future of motorsports. Goodyear Racing tires are on both their Roush Ford Mustangs with SuperCar 3R, and their Mygall F4 formula race series cars. Their race series utilizes a controlled compound that delivers a high level of grip from beginning to end of the race.”

That success last season sets up Goodyear’s sports car program in 2021.

Involvement in sports car racing is not restricted to those series in the U.S. – Goodyear has returned to the scene in Europe and will expand efforts in that continent in 2021.

“Another 2020 highlight that we’re excited about was the return of the Goodyear brand to European sports car racing,” said Grant. “Goodyear has such a rich history of competing successfully at the top levels of European motorsports that it’s wonderful to be able to engage in that again. Our return to LeMans, where we’ve had so much success in the past, was particularly gratifying and we’re looking forward to increasing the involvement of the Goodyear brand in the future.”

“Sports car racing is one of the cornerstones of Goodyear’s worldwide racing heritage,” added Stucker. “We’ve been involved in all levels of sports car racing over the years, from the huge array of both formula and full body amateur classes, to the highest horsepower and most technically advanced prototypes. 2020 demonstrated our commitment to sports cars on all those fronts, as we continued tire development and line expansion with a number of new

offerings for domestic series and marked Goodyear’s return to the international sports car stage at the 24 Hours of LeMans, with a dual podium result in LMP2. I think 2020 set the stage for some really exciting times for us in sports car racing.”

## SUPERSTAR RACING EXPERIENCE (SRX)

The motorsports world welcomes the highly anticipated arrival of a new series – Superstar Racing Experience (SRX) – brought to us by NASCAR legends Ray Evernham and Tony Stewart.

“You know it’s always nice to be on the ground floor of any new venture, and we’re really pleased to be a part of Ray Evernham’s new SRX series,” said Grant. “The series has a unique format with some well known drivers, and I believe it’s a series that will appeal to race fans. I think it’s really going to be a success, and we’re honored that Ray chose to race on the Goodyear brand.”

“I’m extremely proud for Goodyear to be selected as the exclusive tire supplier to the SRX series,” added Stucker. “Not only to be on the ground floor of a new and exciting racing series, but to partner with a first class operation headed by Hall of Famers Ray Evernham and Tony Stewart. We have a lot of experience in supplying tires to an all-star series such as this, as we were the tire supplier to IROC for decades. And we know how to design and produce tires for both asphalt and dirt ovals, so it’s really exciting for us to bring our tire technology and racing experience together for the SRX series.”





# 2021 VENUE GROUPINGS

*For Goodyear Eagle racing radial tires in the NASCAR Cup Series,  
NASCAR Xfinity Series & NASCAR Gander RV & Outdoors Truck Series*

## GROUP 1

Daytona  
Talladega

## GROUP 2

Charlotte  
Darlington  
Dover  
Homestead  
Kansas  
Kentucky  
Las Vegas  
Michigan  
Nashville  
Texas

## GROUP 3

Atlanta

## GROUP 4

Bristol  
Pocono

## GROUP 5

Gateway  
New Hampshire  
Phoenix  
Richmond

## GROUP 6

Martinsville

## GROUP 7

Charlotte Roval  
Circuit of the  
Americas  
Daytona  
Indianapolis  
Mid-Ohio  
Ontario  
(Mosport)  
Road America  
Sonoma  
Watkins Glen

## GROUP 8

Bristol (Dirt)  
Knoxville







# CONDITIONS FACING NASCAR RACING TIRES



GOODYEAR MAKES EVERY RACING TIRE PRODUCED FOR NASCAR'S TOP THREE SERIES.

THROUGH 2020  
GOODYEAR HAS WON **1,909** NASCAR CUP SERIES RACES.

GOODYEAR PRODUCES MORE THAN **100K** TIRES EACH YEAR FOR NASCAR.



GOODYEAR BRINGS NEARLY **4,000** TIRES TO THE TRACK ON A TYPICAL NASCAR RACE WEEKEND WHEN ALL THREE SERIES ARE RACING.

GOODYEAR RACING ENGINEERS WORK WITH EVERY TEAM AT EVERY RACE TO ASSESS TIRE PERFORMANCE THROUGH CREW FEEDBACK AND DATA COLLECTION.



TIRE SPECIALISTS "MATCH" TIRES INTO SETS ACCORDING TO THE TEAM'S RACE STRATEGY.



WHEN CORNERING, THE RIGHT FRONT TIRE SUPPORTS APPROXIMATELY **4,000 POUNDS** OF LOAD – ABOUT 4X MORE THAN WHAT IS EXPERIENCED ON THE LEFT SIDE.



MOST NASCAR TIRES HAVE SLICK TREADS TO **MAXIMIZE** SURFACE AREA CONTACT WITH THE TRACK.

AT 200 MPH, THE SURFACE AREA OF ONE TIRE TOUCHING THE TRACK IS APPROXIMATELY EQUAL TO HALF OF AN 8.5" X 11" PIECE OF PAPER.



RIGHT SIDE NASCAR TIRES ARE LARGER IN DIAMETER AND TYPICALLY HAVE HIGHER AIR PRESSURE THAN LEFT SIDE TIRES. THIS HELPS CARS IN THE TURNS ON THE TRACK.

TEAMS TAKE TREAD DEPTH READINGS BEFORE AND AFTER TIRE USE DURING THE RACE TO HELP DETERMINE PIT STRATEGY AND SETUP ADJUSTMENTS TO IMPROVE PERFORMANCE AND MINIMIZE PIT STOPS.



ON TRACKS LONGER THAN ONE MILE A **TUBELESS INNER TIRE**, ACTING AS A SAFETY SPARE, IS REQUIRED BY NASCAR.

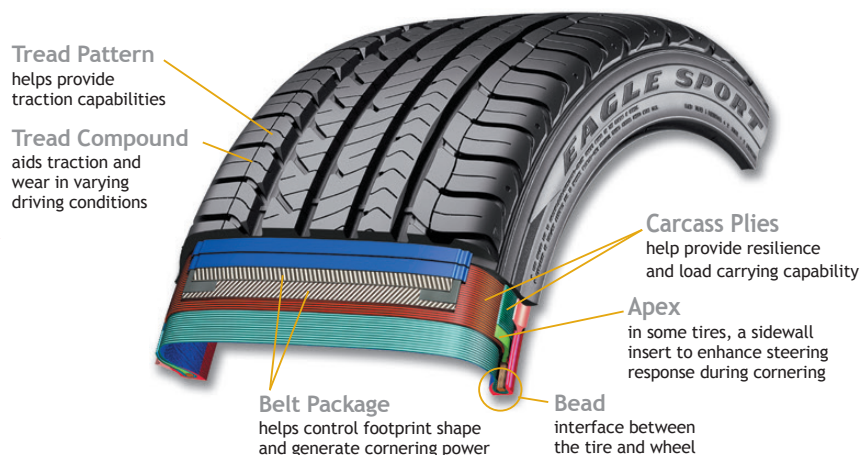
GOODYEAR TESTS RACE TIRES **SEVEN DAYS A WEEK** AT RACES, OFF-SITE TRACKS AND THE GOODYEAR INNOVATION CENTER IN AKRON, OHIO.



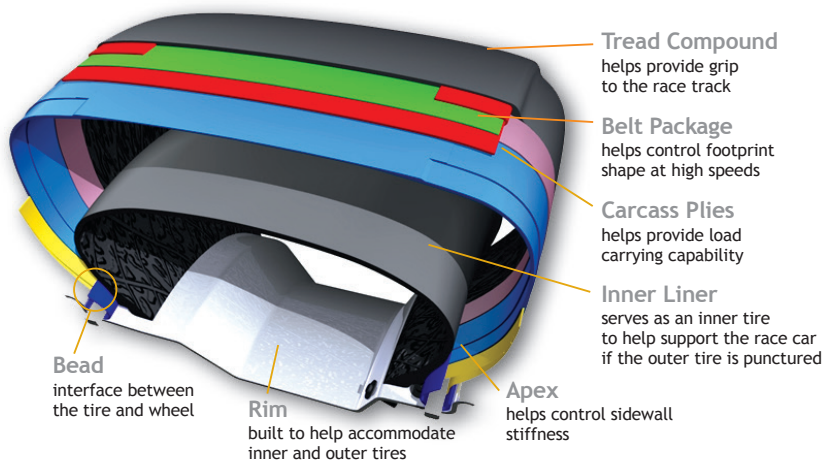


# CUTAWAYS & TIRE LABEL DATA

## PASSENGER TIRE CUTAWAY



## NASCAR TIRE CUTAWAY



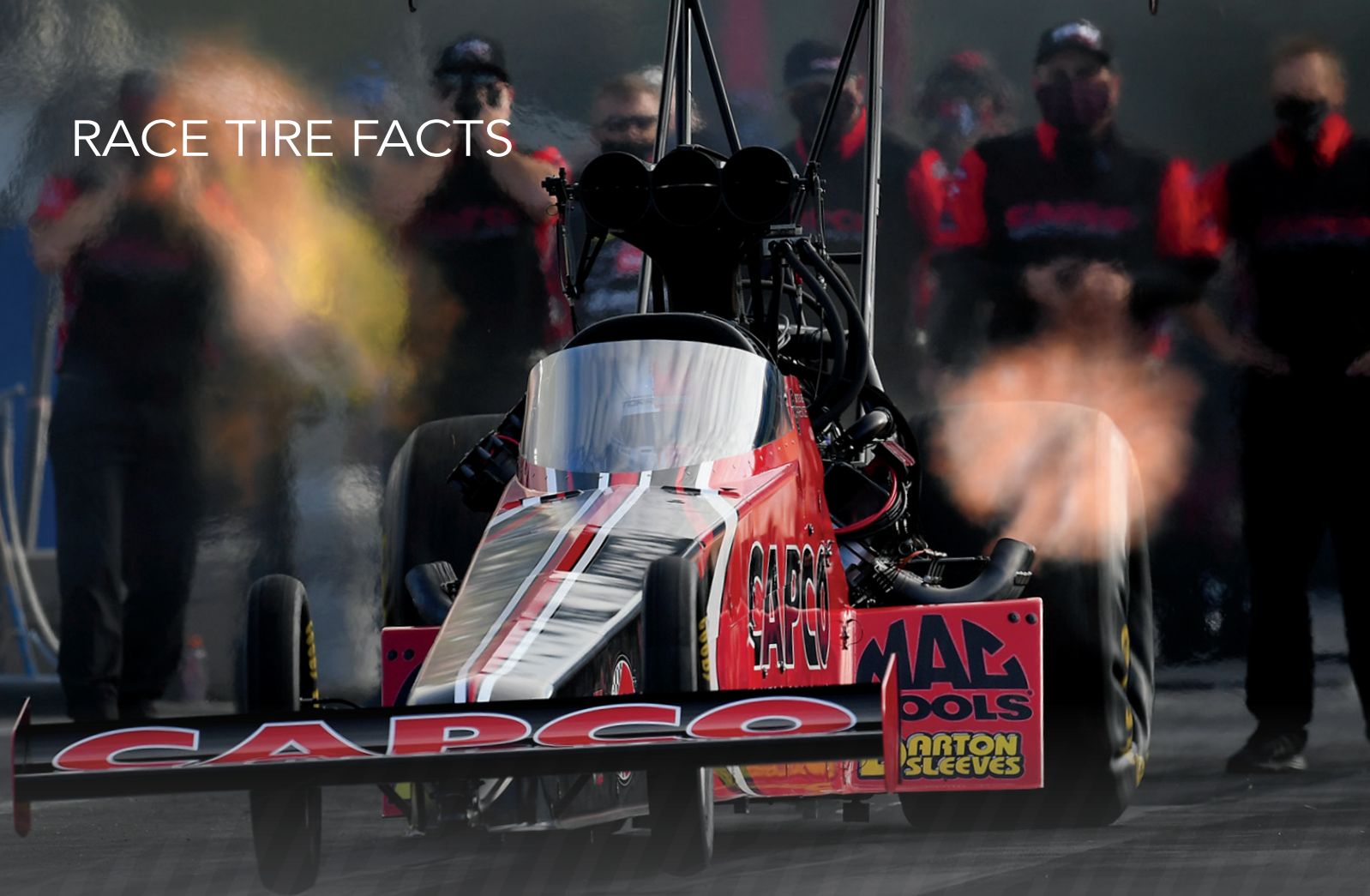
## RACE TIRE LABEL DATA



Every new Goodyear race tire is delivered with a tire label.



# RACE TIRE FACTS



	NASCAR	NHRA/TOP FUEL
CONSTRUCTION	Radial	Bias-ply
TOP SPEED	More than 200 mph	More than 300 mph
WHEEL SIZE	15 inch	Front 17 inch; Rear 16 inch
WEIGHT	24 lbs.	Front 5.25 lbs.; Rear 49 lbs.
TREAD COMPOUNDS	Up to 40 different compounds, (Each designed to perform under specific track and pavement conditions)	One compound each, front and rear
AVERAGE TREAD DEPTH	1/8 inch	Front 1/32 inch; Rear 5.5/32 inch
RECOMMENDED INFLATION	10 to 54 PSI	Front 70 PSI; Rear 6.5 PSI
TIRE LIFE	Between 80 and 100 miles (The distance it takes to use a full tank of fuel)	About 2 miles (6 to 8 runs down the drag strip)
PRICE	\$503 each (Leased by teams)	Front \$274; Rear \$919 (Purchased by teams)



# GOODYEAR'S RACING HISTORY

**1901** Goodyear's first foray into racing, and its first victory, came when Henry Ford put Goodyear rubber on his car sponsored by the Detroit Driving Club.

**1916** Goodyear launched its first serious race tire development program. Cars equipped with Goodyear Cord Tires began dominating U.S. racing circuits.

**1919** Goodyear tires were on the winning car in every major race this year, including the Indianapolis 500.

**1922** Having accomplished its goals and faced with economic uncertainty, Goodyear dropped out of active racing participation.



**1957** Goodyear asked NASCAR drivers Lee Petty and Darel Dieringer to do limited race tire testing in West Palm Beach, Fla.

**1958** The company's official re-entry into racing.

**1959** At NASCAR's Darlington race, Goodyear went head to head against Firestone. Driver Jim Reed finished first on Goodyear tires.

**1963** A.J. Foyt persuaded Goodyear to authorize a development program for the Indy 500, after a 44-year absence.

**1964** Foyt won the Indy Car season's first race (Phoenix) on Goodyear racing tires.

Goodyear won the 24 Hours of Le Mans with Dan Gurney and Bob Bondurant in a GT Cobra.

**1965** Twelve Indianapolis 500 cars ran on Goodyear tires, starting the Indy Car phase of the tire war with Firestone.

Goodyear developed the crashworthy fuel cell for Indianapolis-style cars, to reduce the risk of fire.

Goodyear won its first Formula One World Championship title.

**1966** Goodyear produced its Lifeguard Safety Spare for NASCAR stock car racing, referred to as the "tire within a tire." NASCAR mandated its use. Goodyear shared its tire safety technology, even in the throes of a tire war.

**1967** A.J. Foyt rolled into Victory Lane at the Indianapolis 500 on Goodyear tires – the company's first Indy 500 win since its re-emergence in racing.

**1968** Since 1968, every NASCAR champion of the premier Cup Series has been on Goodyear tires.

**1974** Firestone withdrew from all forms of racing.

**1978** The tire war began between Goodyear and Michelin in Formula One racing.

**1980** Formula One race tire production moved to Akron, Ohio, from Wolverhampton, England.

Goodyear withdrew temporarily from Formula One racing from December 1980 to June 1981.



**1981** Goodyear "Eagle" tire officially replaced "Blue Streak" as the designation for its racing tires. The company's high performance passenger tires also adopted the "Eagle" name.

**1982** Since the startup of the NASCAR Xfinity (formerly Busch and Nationwide) Series in 1982, all the champions have won on Goodyear Eagle tires.

**1983** Goodyear's radial rain tire for Formula One cars, introduced at the Monaco Grand Prix, featured a unidirectional "Gatorback" tread pattern.

**1984** Goodyear introduced its radial slick tread tires to Formula One. The first radial victory was at the Belgium Grand Prix.

Michelin withdrew from Formula One racing.

**1987** Hoosier, a Lakeville, Ind., racing tire company, competed with Goodyear in the NASCAR Xfinity Series.

**1988** Hoosier entered NASCAR Cup racing. A Hoosier win at Richmond, Va., stalled Goodyear's Cup win streak at 464.

**1989** Goodyear introduced the radial tire at North Wilkesboro, N.C. – and Dale Earnhardt won the race. Hoosier soon withdrew from NASCAR's top tier.



**1954** Goodyear conducted tire tests at Darlington, S.C., for the NASCAR Convertible Series. The featured Goodyear tire was the Police Special. It marked the unofficial re-entry into racing.

**1960** Goodyear won its first international sports car race with Maserati driver Stirling Moss at the Grand Prix of Cuba, and won the Daytona 500.





**1991** Goodyear's tubeless version of the inner liner safety spare, or shield, was introduced. It eliminated the innertube and most tire air equalization.

**1992** Goodyear introduced its Short Track Special racing Eagle for asphalt tracks and launched new yellow-lettered Eagle race tires for NASCAR Cup.

**1993** Every race on the NASCAR Cup schedule ran on the new breed of Goodyear Eagle radial racing tires. Bias-ply tires were relegated to the history books.

The Aquatro wet weather tire was introduced in Formula One.

**1994** Hoosier returned to NASCAR Cup and Xfinity racing but withdrew at the end of the season.

Goodyear reached two milestones: the 300th victory in Formula One at Barcelona, Spain, and the 300th consecutive victory in Indy Car at Vancouver, B.C.

**1995** Goodyear was the sole tire supplier to four top racing series, all with open tire rules: Formula One, NASCAR Cup, NASCAR Xfinity and NHRA drag racing's top classes.

The 1,000th Goodyear NASCAR Cup victory was reached in April by Jeff Gordon at Bristol.

In competition with Bridgestone on the Indy Car circuit, Goodyear won 15 of 17 races, including the Indianapolis 500.

**1996** The Indy Racing League was formed, splitting from CART. Goodyear continued to battle Bridgestone in both series.

**1997** In April, Goodyear was selected as the "Exclusive Tire Supplier" for NASCAR's top three series.

**1998** Goodyear introduced its wet racing tire for NASCAR Xfinity Series road course events.

After 368 victories and 25 Drivers' World Championships in Formula One, Goodyear resigned as a tire supplier after the 1998 season.

**1999** Goodyear left open wheel racing's CART and IRL series. In the four-year IRL history, Goodyear earned two driver titles, two tire manufacturer titles, two Indy 500 wins and 17 total victories.

**2001** Goodyear was selected as sole tire supplier to the NHRA's Top Fuel and Funny Car classes.

**2002** During its return to NASCAR North Series, Goodyear tires helped set 11 track qualifying records.

**2005** Goodyear became the sole supplier to the new NASCAR Grand National Division's West and Busch North series.

Production of bias-ply tires for sports, sprints and drag racers returned to the Akron Innovation Center Manufacturing Plant from Goodyear's Santiago, Chile, plant.

Grand-Am's new Daytona Prototype sports car class competed solely on Goodyear radials.

Goodyear marked the Eagle tire brand's 25th anniversary, for both race and street tires.

**2006** An industry first, Goodyear employed RFID technology on a production scale to track tires under a new leasing program in NASCAR's top three series.

All race tire production is moved under one roof at the Akron Innovation Center complex.

**2009** Goodyear developed a new NASCAR wet weather tire with a tread pattern based on the popular Eagle F1 All Season street tire. It is run for the first time in a NASCAR Xfinity Series race at Circuit Gilles Villeneuve in Montreal in August.

Celebrated its 1,500th NASCAR Cup victory, by Carl Edwards at Michigan in August.

**2010** Became the "Official Tire" of the World of Outlaws series.



**2012** Goodyear begins testing and development for the Sixth generation NASCAR Cup car, introduced for the 2013 season.

**2013** Goodyear debuts its multi-zone tread technology at Atlanta Motor Speedway. The new right-side NASCAR tire combines two different rubber compounds to form Traction and Endurance Zones.

**2014** Goodyear celebrates 60 consecutive years of supplying race tires to NASCAR and its drivers.

**2015** As part of a broader "throwback" initiative during the Labor Day weekend races at Darlington Raceway, designed to honor the track's storied past in NASCAR racing, Goodyear replaced its yellow "Goodyear Eagle" lettering on the tire sidewalls with a white Goodyear logo to imitate the design of NASCAR tires used in the 1970s.

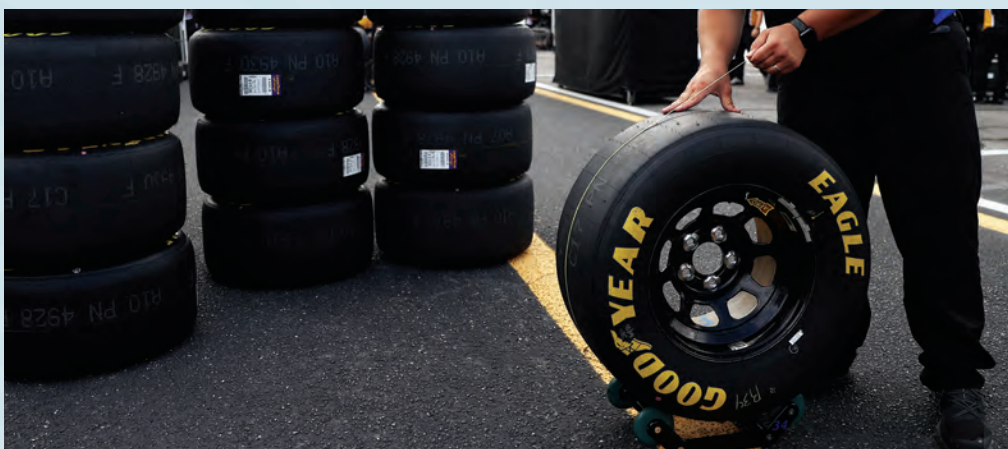
**2016** Goodyear debuts new advertising featuring Dale Earnhardt Jr.

**2017** Announced new multiple year agreement with NASCAR.

Introduced Option tire for All-Star race at Charlotte Motor Speedway.

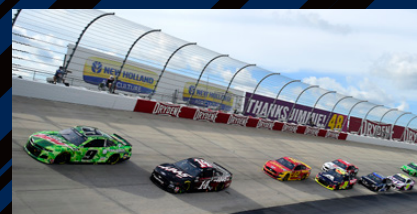
**2018** Changed the sidewall lettering on its wet weather tires to white from the standard yellow.

**2020** Ended the season with a running total of 1,909 victories in the NASCAR Cup Series.





# 2020 RACING CHAMPIONS

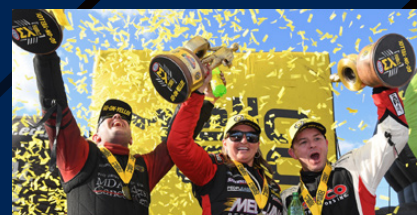


## NASCAR

Cup Series	Chase Elliott
Xfinity Series	Austin Cindric
Gander RV & Outdoors	
Truck Series	Sheldon Creed

## NHRA

Camping World Drag Racing Series	
Top Fuel	Steve Torrence
Funny Car	Matt Hagan
Pro Stock	Erica Enders



Lucas Oil Drag Racing Series	
Top Alcohol	
Dragster	Megan Meyer
Super Comp	Christopher Dodd

## SPORTS CAR

Sports Car Club of America	
2020 Run-Offs	
HP	Steve Sargis
GT3	Mike Lewis
Formula Mazda	Jacob Loomis
GT Lite	Peter Shadowen

Formula Car Challenge	
presented by Goodyear	
Formula Mazda	Bill Weaver
Pro Formula	
Mazda	Robert Merritt

## NASCAR CUP CHAMPION CHASE ELLIOTT WINS GOLD CAR AWARD

On February 1, Goodyear Chairman, CEO & President Rich Kramer traveled to the Georgia Racing Hall of Fame in Dawsonville, Ga., and presented 2020 NASCAR Cup Series champion Chase Elliott with the prestigious Goodyear Gold Car award.

Elliott helps form the first father-son team to ever be awarded Goodyear Gold Cars, with his father, Bill, having earned his after winning the 1988 championship.

Also attending the ceremony for Goodyear were Stu Grant (general manager of global race tires) and Greg Stucker (director of racing).

The Goodyear Gold Car award is an exact, 1/12-scale replica of the NASCAR Cup champion's car, and has been presented annually since 1985.





# PHOTOGRAPHY CREDITS



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 Page 10 (top) Brian Lawdermilk  
 Page 10-11 (main) Jared C. Tilton  
 Page 14 Jared C. Tilton  
 Page 19 Chris Graythen  
 Page 20 (top right) Jared C. Tilton  
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## ASSOCIATE IMAGES Pages 2-7 photography by Goodyear staff







## CORPORATE OVERVIEW

Goodyear is one of the world's largest tire companies.

It employs about 62,000 people and manufactures its products in 46 facilities in 21 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).