



Lifestyle Collections



The Goodyear Tire & Rubber Company

GOODYEAR HISTORY

The Goodyear Tire & Rubber Company was founded in 1898 when 38-year-old Frank Seiberling bought an abandoned strawboard factory on the banks of the Little Cuyahoga River in Akron, Ohio.

The timing couldnt have been better. The bicycle craze of the 1890s was booming. The horseless carriage was a wide-open challenge. Goodyear production began on November 21, 1898, with a product line of bicycle and carriage tires, horseshoe pads and fitting the gamble Seiberling was making poker chips.

Since the first bicycle tire in 1898, Goodyear pedalled its way toward becoming the worlds largest tire company, a title it earned in 1916 when it adopted the slogan, More people ride on Goodyear tires than on any other kind, becoming the worlds largest rubber company in 1926.

Today, Goodyear measures sales of nearly \$20bn and continues to add to its distinguished history of extraordinary firsts, facts and figures.



Goodyears Winged Foot trademark remains an integral part of the Goodyear signature, a symbolic link with the companys historic past and their dynamic future.



1898

The first advertisement in the Saturday Evening Post with the wing foot trademark.



1911

Goodyear became the worlds largest tire company and initiated the slogan More people ride on Goodyear tires than any other kind.



1925

Goodyear became the worlds largest rubber company.



1971

Audit Integrity and Forbes Magazine recognised Goodyear as one of Americas most trustworthy companies.

The Goodyear Tire & Rubber Company was named in honour of Charles Goodyear, who discovered the rubber vulcanization process in 1839.

1901



Goodyear tires were used on the first transcontinental flight from California to New York and on the world record flight from St. Louis to New York in 11 days.

1916



Goodyears airship named The Pilgrim was the first commercial non-rigid airship flown using helium.

1926



Goodyear put the first tire on the moon by equipping the Apollo 14 Modular Equipment Transporter (or moon buggy) with specially designed tires.

2008



GOODYEAR LIFESTYLE OVERVIEW

The Goodyear Tire & Rubber Company has grown from humble beginnings to become one of the most iconic brands in the world, including for lifestyle products.

Goodyear's culture of dynamism, development and innovation endures today and finds expression in premium Lifestyle Collections for discerning consumers.

The Goodyear Lifestyle program includes an extensive range of quality apparel, footwear and lifestyle accessories offering unparalleled comfort with arresting modern design and style.

The apparel line draws on the brand's performance driven research and technical expertise as well as its rich heritage and storied past to offer distinctive and stylish clothing. The Casual and Fashion Vintage Collections are inspired by the unique brand's rich heritage and American roots.

The Outdoor and Sport Collections are inspired by the core Goodyear brand attributes of technical innovation, durability and weather-proof performance.

The rugged, durable qualities at the centre of the Goodyear ethos have also been married seamlessly with both timeless and directional styles in the exclusive footwear collection. Goodyear tire rubber, bearing the Goodyear logo, on the sole gives Goodyear shoes the grip, traction and reliability to perform in all conditions. Goodyear has been making a mark in the footwear business since 1901.



GOODYEAR LIFESTYLE OVERVIEW

Goodyear Lifestyle encompasses four different collections.



GOODYEAR

Casual

Functional leisurewear and urban lifestyle collections reflect the traditional and casual American way of life combined with the power of the Goodyear brand.



GOODYEAR

Vintage Fashion

Goodyears fashion collection explores the brands past through retro typography and imagery.



Outdoor

Goodyears brand values of durability, innovation and quality are reflected through outdoor products which embrace an active lifestyle.

GOODYEAR - AN AMERICAN DREAM



- Annual turnover 2015 : 1.8 million, Target 2016: 2 million
- Target group: 20 to 65 years
- Ratio between men/ women 80/20%
- Ratio between apparel and accessories 90/10%
- Goodyear Vintage Fashion uses innovative techniques to produce looks of time gone by
- The brand is positioned in the medium to high price range
- Approximately 200 SKU's





CASUAL COLLECTION

Functional leisurewear and urban lifestyle collections reflecting the traditional and casual American way of life combined with the power of the Goodyear brand.

Goodyear's casual apparel collection has established its own distinct fit, feel and finish that offer a perfect counterpoint to the brands pioneering technical products. The collection is built on the values of quality, comfort and durability the values at the centre of everything Goodyear does.





GOODYEAR
Casual





FASHION COLLECTION

Goodyears fashion collection explores the brands past through retro typography and imagery. From the evocative Goodyear blimp, to varsity style lettering and distressed logos of times gone by, the brands colourful story is played out across the fashion collection evoking a sense of Americana, a hint at the industry and effort that has underpinned Goodyears development. Using new techniques and vintage finishes, the collection continues to develop and is now celebrated as much for its attention to detail and clean design as its unmistakable, rich heritage.





GOOD YEAR
Vintage
Fashion



WINNERS GO

GOODYEAR

1898 2016

1898



THE GOODYEAR TIRE & RUBBER COMPANY was named in honor of Charles Goodyear. Goodyear, who discovered the rubber vulcanization process in 1839.

1903

Introducing world's first detachable tire soon after F.W. Litchfield earns patent in 1903.



1911

GOODYEAR tires were used on the first Transcontinental flight from Baltimore to New York and on the World's fastest flight from St. Louis to New York in 11 days.



1917

The Wingfoot Express



1925

GOODYEAR's airship named THE PILGRIM was the first commercial non rigid airship flown using Helium.



1943

Now it can be told!



Goodyear awarded contract for major components of B-29 bomber. 3,000th Corsair fighter airplane constructed by Goodyear Aircraft.

1901

The first advertising in the Saturday Evening Post with the Wingfoot Trademark.



Goodyear Akron Ohio



World's largest AIRWHEEL



1954

Complete new line of tubeless tires introduced. 3-T nylon cord tires announced.



1967

A.J. Foyt rides to victory at the Indianapolis 500, and Dennis Hulme wins the 1967 World Driving Championship, both on Goodyear tires.



1965

Our tires are on the first vehicle to reach the 600mph land speed record.



AIRCRAFT TIRES



2008

AUDIT INTEGRITY and FORBES magazine recognized GOODYEAR as one of America's most trustworthy companies.



VINTAGE SERIES



2007

Extended exclusive tire supply agreement with NASCAR through 2012, 50-year relationship with race series.



1971

Goodyear put the first tire on the moon by equipping the APOLLO 14 modular equipment transporter (or Moon Buggy) with special designed tires.





OUTDOOR COLLECTION

Goodyears brand values of durability, innovation and quality are reflected through outdoor products which embrace an active lifestyle. The Outdoor Collection features Goodyears iconic blimp logo in its branding. This logo represents exploration and adventure. The high technical aesthetic leaves wearers in no doubt of the benefits offered by this performance driven gear. Goodyear Outdoor, like the brands tires, comes ready for all weather conditions.





OUTDOOR
COLLECTION



Waterproof



Windproof



Breathable





BREAD & BUTTER BERLIN

SPONSORING RACE EVENTS



Leipzig Porsche Days



Allgäu Classics

Shop concept's



Advertisement



Sportswear International

Television Spot Tirendo



Street Magazine

