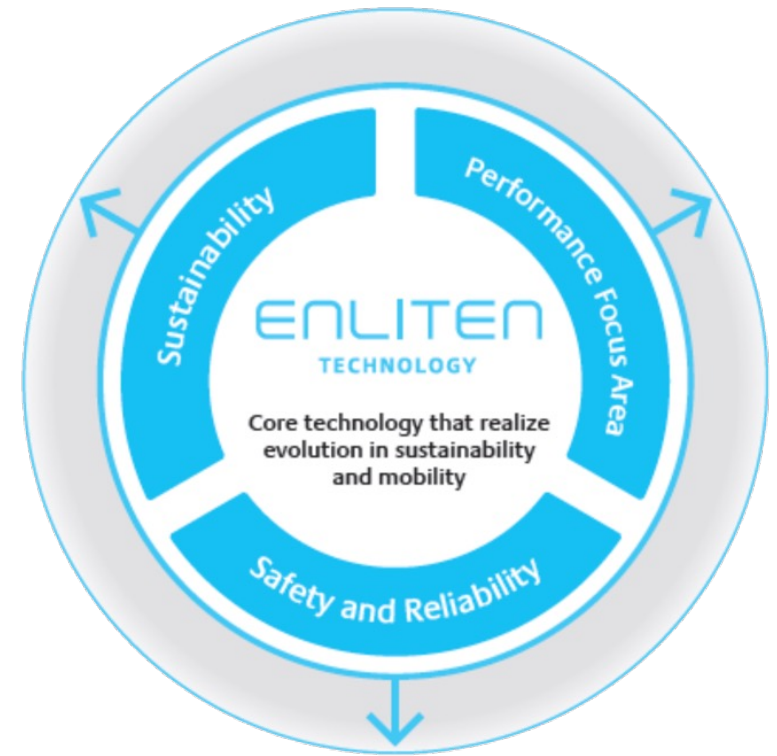


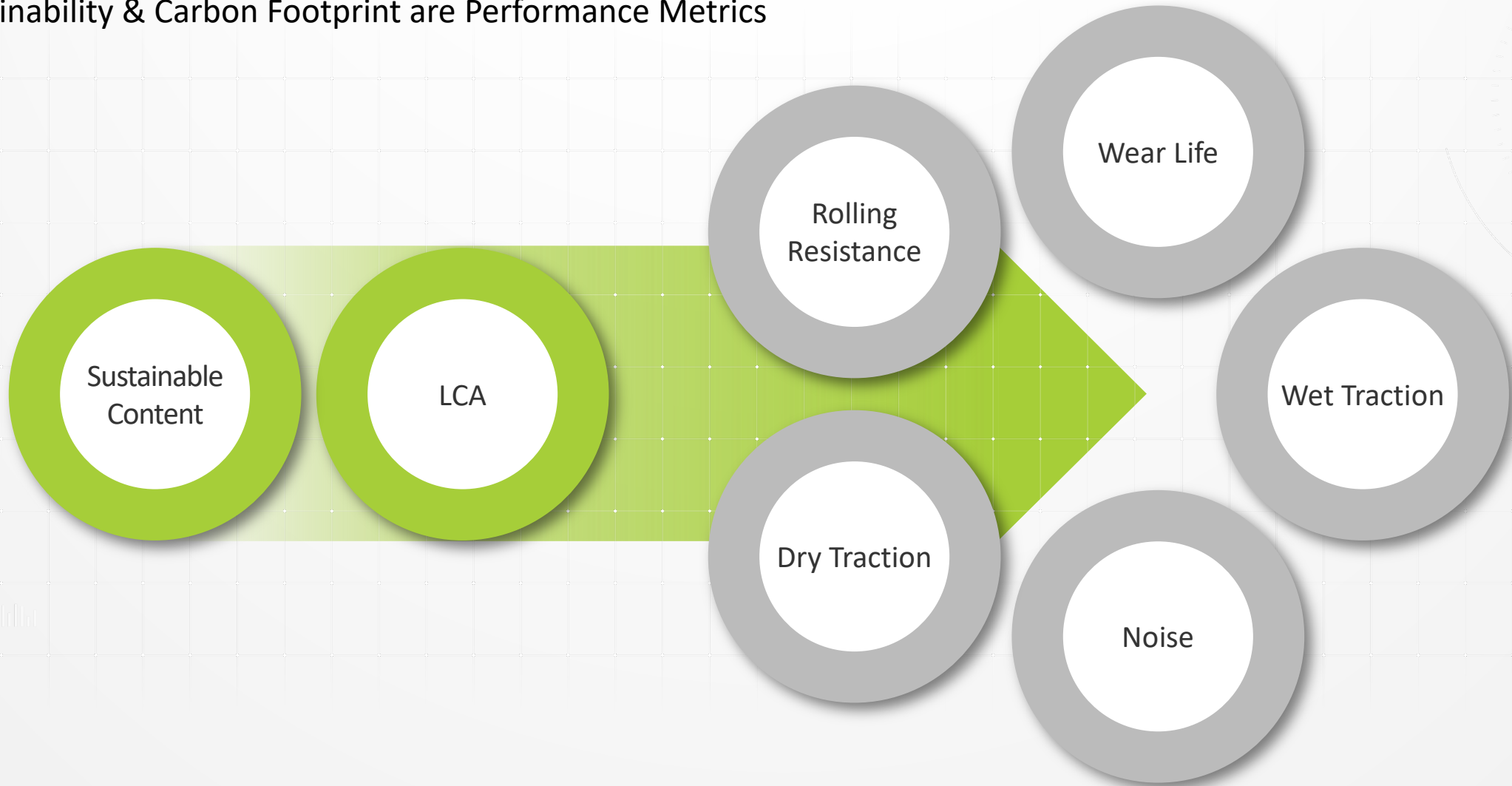
SAFETY, PERFORMANCE & SUSTAINABILITY



- Innovative Tire Technology
- Maximum Performance
- Low Environmental Impact

MANAGING THE TRANSITION

Sustainability & Carbon Footprint are Performance Metrics

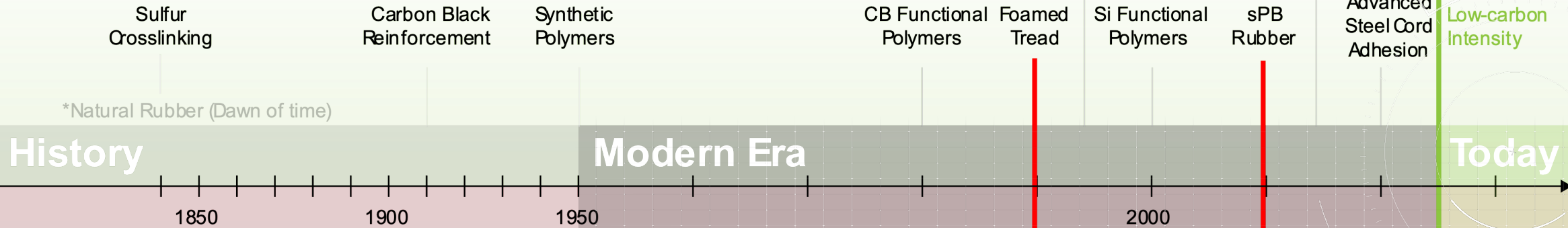


THE ROLE OF MATERIALS SCIENCE

Ongoing performance enhancement powered by materials innovation.

Synergy with structural innovation enables new product categories

Material Innovation



History

Modern Era

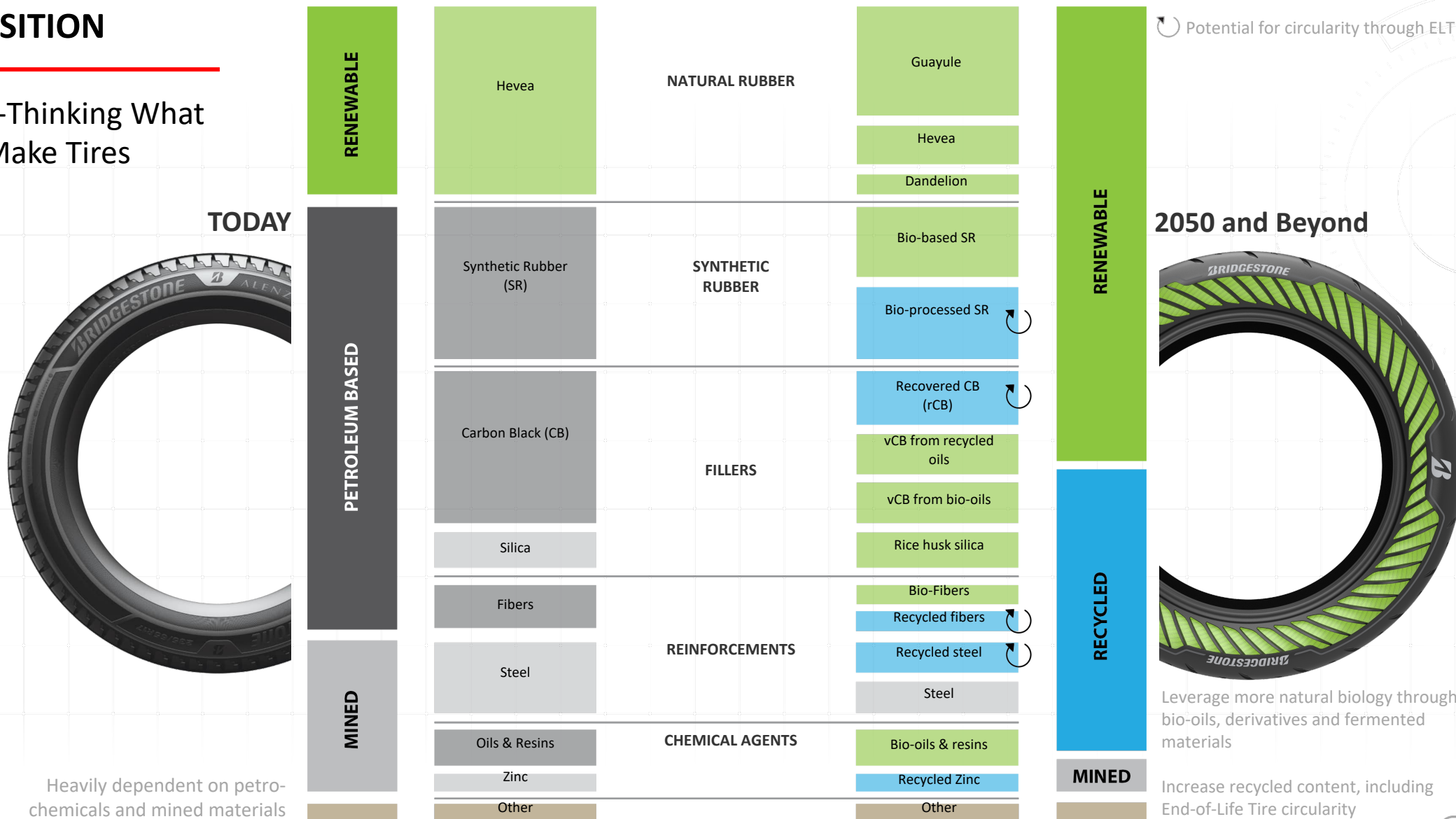
Today

Structural Innovation



OUR TRANSITION

Radically Re-Thinking What We Use to Make Tires



A COMMON MATERIALS TOOL-SET FOR THE INDUSTRY

renewable materials



recycled materials

rCB, sCB, rice-husk silica, rPET, soybean oil, polymers through advanced recycling rapidly coming to market through industry suppliers.