



THE NEW Goodyear EfficientGrip

13% better rolling resistance
than our competitors*



The tyre that • Saves fuel** • Saves money • Helps contribute to a better environment

Tested by



Automotive

* Compared to the average performance of 4 leading competitor tyres in the segment. Tested by TÜV SÜD Automotive in March 2009; Tyre size: 205/55R16; Test Car: VW Golf; Report No.76236753.

** Tyres are responsible for an average 20% of a car's fuel consumption (WBCSD Mobility 2030 - Report 2004). A 13%* better rolling resistance results in an overall fuel economy of 1.9%.*

FUELSAVING
TECHNOLOGY



Safety Together