

# Goodyear is committed to creating tyres

Goodyear is committed to creating tyres for customers who want to travel from A to B with complete peace of mind. For over 100 years, we've been creating confidence in road users through our products and have no intention of slowing our drive for innovation.

## Safety Partnerships

Now we're taking our passion beyond the road. Safety Partnerships lie at the core of our brand associations, all designed to keep our customers safe in their everyday lives.

We've joined forces with the British Eventing Team as their Official Safety and Innovation Partner, championing the continued development and roll-out of new initiatives to minimise accidents at trials. We have also partnered RNLI, donating much needed funds to their training programme and the Institute of Advanced Motorists to promote the benefits of advanced driving skills.

Our associations also include being an Official Safety Partner of Mountain Rescue, funding the roll-out of GPS navigational mapping software to their teams. This will allow a Mountain Rescue Base Centre to track all of its rescuers as they go out, highlighting where they have covered, allowing them to work more effectively and safely. Mountain Rescue vehicles will also be fitted with Goodyear 4x4 tyres, ensuring they have the very latest in 4x4 tyre technology to rely on in emergency situations.



For more information visit  
[www.mygoodyear.co.uk](http://www.mygoodyear.co.uk)