

GOODYEAR



BETTERFUTURE

2022

CORPORATE
RESPONSIBILITY
REPORT



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About this Report

The Goodyear Tire & Rubber Company (“Goodyear”) has a long-standing commitment to sustainability reporting, having published annual corporate responsibility reports since 1996. Goodyear works to create value for our stakeholders by identifying opportunities and risks, developing strategies to address both and collaborating with our customers and suppliers to understand their own goals and how we can work together to help achieve them.

This report covers activities and events that occurred during the 2022 calendar year, which aligns with Goodyear financial reporting and includes information for all global Goodyear operations, including subsidiaries where the company has a controlling ownership. In June 2021, Goodyear finalized the acquisition of Cooper Tire & Rubber Company (Cooper). Data and activities from legacy Cooper facilities are included in our Goodyear reporting numbers, unless otherwise noted.

Goodyear defines sustainability as responsibly balancing environmental, societal and financial demands without compromising the ability of future generations to meet their needs. This definition helps guide our decisions, and over the past 12 months, our more than 70,000 associates around the world have exhibited resiliency and determination, making notable strides toward our sustainability ambitions.

At Goodyear, we are committed to ethical and sustainable practices to protect our planet and people; give back to the community; provide a safe, inclusive and healthy workplace; and engage our associates in these efforts.

Our Approach to Sustainability

The [Goodyear Strategy Roadmap](#) outlines how we win, how we work and where we focus as one Goodyear team. One of our focus areas is sustainability.

Sustainability is an integral part of our business strategy and how we work. We have integrated sustainability throughout the organization, and it is through this integration—in our business units and functions—that we are building momentum and achieving sustainable business outcomes. We are creating value by identifying opportunities and risks, developing strategies to address them and collaborating with our customers and other stakeholders to understand their goals and how we can work together to help achieve them. The results of these efforts and the level of engagement among our associates worldwide has been both inspiring and fruitful.

The integration of sustainability into Goodyear also demonstrates how we are maturing as an organization and on the path to having a truly sustainable business model. In 2021, we adopted a sustainability maturity model to inform, guide and advance our work. And, over the past year, we have made great strides. For example, in 2022, we developed [our decarbonization roadmap](#) that outlines our climate strategy, added functional resources within our regions and key areas of the business, and continued our focus on social issues, including human rights.

We use [the United Nations Sustainable Development Goals](#) (SDGs) to outline our ambitions and opportunities, as well as the problems we are looking to solve. We also use them as a guide for our strategy, including how we identify risks to our current business model and opportunities to innovate and solve problems affecting society today. We detail how we support these goals in [this report](#).

We continue to work with our customers and other stakeholders worldwide to advance our respective sustainability efforts and goals. This is truly a team effort as we all work toward building a better future.

At Goodyear, we also look at those topics identified as [industry megatrends by the Tire Industry Project leaders](#). These topics are circularity, climate, industry 4.0, human rights, safety and well-being. We utilize these megatrends as we set goals, develop strategies and align with possible collaborators.

Our Accomplishments

In late 2021, we announced our climate ambition, with a goal of achieving net-zero Scope 1 and 2 as well as certain Scope 3 greenhouse gas emissions by 2050. Over the past year, we developed our decarbonization roadmap and integrated our near- and long-term climate ambitions into key business processes throughout the organization. We will continue to evolve and update strategies that will enable us to reach our 2050 goal.

The progress we are making in renewable electricity will help us achieve our near-term climate ambition of reducing Scope 1 and Scope 2 emissions by 46% by 2030. As of 2022, our operations in EMEA are now powered by 100% renewable electricity, and we increased the utilization of renewable electricity through procurement and on-site generation to 34% across our global footprint, up from 3% in 2019.

We continually work to seek sustainable material options that deliver product performance while meeting our high standards of quality and safety. In 2022, our team developed a demonstration tire made of 90% sustainable materials* that was unveiled in January 2023. This demonstration tire is approved for road use and includes 17 ingredients across 12 different tire components. The tire was tested and found to have improved rolling resistance when compared to a reference tire made with traditional materials. This means it has the potential for fuel savings and a reduction in its lifetime carbon footprint. At the same time, we plan to sell an up to 70% sustainable-material tire in the United States in 2023. This puts us further along the path of introducing a 100% sustainable-material tire to the market by 2030.



We also introduced and increased the size availability of the first electric vehicle replacement tire in North America, the ElectricDrive™ GT, and introduced the first transit and waste-haul tire, the Endurance™ WHA, with soybean oil, which replaced petroleum oil in the tire tread compound, as we progress to our 2040 goal to fully replace petroleum-derived oils in our products. Finally, we initiated a multi-year, multi-million-dollar program supported by the U.S. Department of Defense to develop a domestic source of natural rubber from a specific species of dandelion.

In 2022, we established a cross-functional team of associates, representing Legal, Procurement, Communications, Learning and Development and Global Sustainability to advance our human rights strategy. This team developed an education module, increased internal communication efforts on the topic, implemented additional policies, updated our current policy and developed plans to enhance our supplier screening.

Since our founding, we have taken actions to nurture a diverse, honest and safe workplace that drives results for our customers, has a positive impact on our communities and enables our associates to realize their full potential. Over the past year, our global teams have achieved incredible accomplishments in this space, including launching a global employer value proposition to attract the right talent, giving back to our communities through the annual Global Week of Volunteering, celebrating a centennial of women's organizations at Goodyear and reinforcing ethical behavior through training programs. It's evident through these milestones, and many more, that our proactive approach to sustaining an Inspiring Culture achieves the greatest impact for our business and our teams around the world.

Our Challenges and Opportunities

In our Corporate Responsibility Report, we not only reflect on our accomplishments, but we share the challenges that we have encountered over the past year, and the strategies we are putting in place to overcome them and help us build a more sustainable future.

Our serious incident (SI) rate is not where we want it to be. We remain committed to take actions needed to further our goal of eliminating all serious injuries and fatalities in our workplace. We will continue to learn and build maturity in SI prevention, and teams throughout our global footprint are committed to reaching our goal of zero.

Our work to reach our net-zero climate ambition is just beginning and will take time, testing, investment and collaboration across our organization and value chain. This includes building detailed plans for each of our emissions hotspots, identifying the right tools and technologies to help us implement these and understanding our value chain's impacts.

We understand that challenges will come up along our sustainability journey, but we see these as opportunities for us to learn, grow and institute new ways of working.

Looking Ahead

In 2022, we conducted a double materiality assessment to refresh our high-priority environmental, social and governance topics. This will guide our work and focus in coming years, and we will report on these topics in our 2023 Corporate Responsibility Report.

We will continue to stay on course, working toward the goals outlined in this report, and we will work with our customers and others. For example, we are continuing to partner with and learn from our supply base as we work toward our 2030 goal of a 100% sustainable-material tire. We are also identifying new partners with whom we can collaborate as we look toward our advanced mobility targets.

I'm proud of our associates and the progress we are making toward our sustainability goals. We understand that the expectations of both our internal and external stakeholders are high. Our commitment to sustainability and sharing a clear path forward is unwavering. We embrace the opportunities those expectations present and are committed to keeping the world moving. The foundation of Goodyear is our people. It is because of their dedication and hard work that we are able to act responsibly today, anticipate changes for tomorrow and build a better future for all.



RICHARD J. KRAMER

Chairman, Chief Executive Officer and President

* A sustainable material is defined as a bio-based/renewable, recycled material or one that may be produced using or contributing to other sustainable practices for resource conservation and/or emissions reductions including mass-balance materials.



by 2023

Eliminate all serious injuries to become known as having the safest operations in the world.

2022 Result: Total Incident Rate of 2.05; Serious Injury Rate of 0.06

[Details on page 37](#)

by 2025

Reduce rolling resistance by 40% and tire weight by 9% for our global consumer tire portfolio from a 2005 baseline.

2022 Result: 32.9% reduction in rolling resistance and 9.4% reduction in tire weight

[Details on page 49](#)

by 2027

Reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products.

2022 Result: Significantly enhanced connection to the road with demonstrated ability to estimate tire-road friction and treadwear

[Details on page 52](#)

by 2030

Win in responsible innovation by introducing the first 100% sustainable-material and maintenance-free tire.

2022 Result: Developed a 90% sustainable-material demonstration tire, unveiled in January 2023

[Details on page 29](#)

by 2030

Reduce Scope 1 and 2 emissions by 46% and certain Scope 3 emissions by 28% over the same time frame, aligned with the Science Based Targets initiative (SBTi) and its Net-Zero Standard.

2022 Result: Goodyear will report our 2022 results in our 2023 CDP report released later this year. For 2021, we reduced Scope 1 and 2 emissions by a combined 2.4% and our Scope 3 emissions increased by 3.5%, against the 2019 baseline.

[Details on page 15](#)

by 2040

Achieve our goal of fully replacing petroleum-derived oils in our products.

2022 Result: When considering our total sustainable oil usage in place of petroleum oils, our 2022 increase was 28%.

[Details on page 28](#)

by 2040

Transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint.

2022 Result: 34% renewable electricity across all facilities

[Details on page 42](#)

by 2050

Reach net-zero value chain greenhouse gas emissions, aligned with SBTi and its Net-Zero Standard.

2022 Result: Goodyear will report our 2022 results in our 2023 CDP report released later this year. For 2021, we reduced Scope 1 and 2 emissions by a combined 2.4% and our Scope 3 emissions increased by 3.5%.

[Details on page 15](#)

Every Year

Increase global associate involvement in our Global Week of Volunteering.

2022 Result: A 38% year-over-year increase in associate participation. Global Week of Volunteering activities took place at 30 Goodyear locations, up from eight in 2021.

[Details on page 66](#)

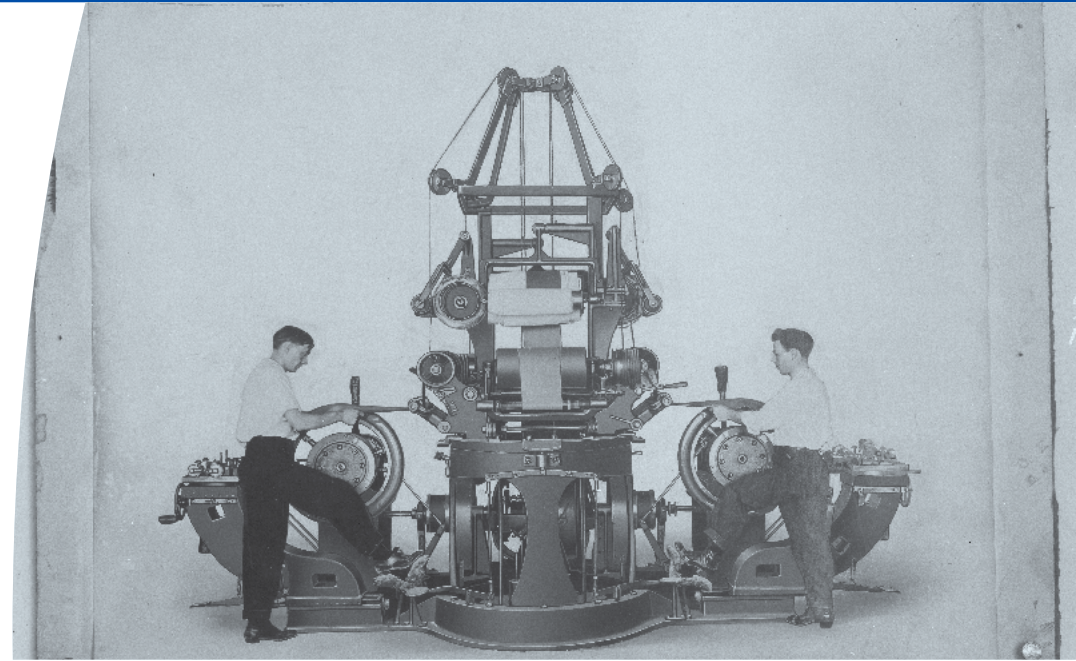
In addition to these corporate-wide ambitions, goals have been established for the individual pillars of our Better Future framework. Progress toward these goals is addressed within each section of this report and a data table summary at the end of this report, as applicable.



The Goodyear Tire & Rubber Company was founded in 1898 with just 13 associates producing bicycle and carriage tires. Today, we are one of the world's largest tire companies, with an iconic brand and manufacturing operations in most regions of the world. Headquartered in Akron, Ohio, we employ more than 70,000 people and manufacture our products in 57 facilities in 23 countries.

For 125 years, Goodyear has developed the technology that keeps people moving so they have the confidence to go faster, farther and more places, making all of life's connections easier every day. It's that same spirit that put Goodyear on roads around every corner of the earth, in record books and even on the moon. And we're not stopping anytime soon. At our two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, we strive to develop state-of-the-art products and services that set the standard for technology and performance. From today's vehicles to the driverless fleets of the future, we are not just putting cars on tires; we are enabling mobility.

Across our 15 brands—serving the consumer, commercial, aviation, off-road and racing markets—we offer the benefits today's drivers are looking for, from innovative technology and performance handling to all-weather reliability and quality and value. For information on Goodyear's countries of operation and our financial performance in the markets and regions we serve (Americas, EMEA and Asia Pacific), please visit Goodyear's most recent [Annual Report](#).



Goodyear has a long-standing commitment to corporate responsibility.

We anticipate and respond to market trends, customer needs, supplier capabilities and investor interests and are focused on expanding our corporate responsibility transparency in response to stakeholder requests.

[Goodyear Better Future](#), our corporate responsibility framework, was launched in 2018 following an extensive materiality assessment to identify Goodyear's high-priority environmental, social and governance (ESG) topics. This framework's governance structure helps ensure corporate responsibility is integrated into all levels of the organization, promotes communication and awareness and drives alignment with Goodyear's corporate strategy and stakeholder priorities. The *Better Future* framework helps us drive innovation and operational excellence while creating value and helping us build a better future.

[Goodyear's Board of Directors \(Board\)](#) and its [Committee on Corporate Responsibility and Compliance \(CRC\)](#), founded in 1976, are responsible for monitoring and providing recommendations on how Goodyear manages our business in a responsible manner, including our ESG objectives, policies, strategies, programs and performance. The CRC, comprised of no fewer than three members of the company's Board and currently comprised of five members, meets three times a year to review and receive updates from management and Goodyear's Vice President and Chief Sustainability Officer* related to ESG matters. The CRC fulfills the responsibilities delegated to it by the Board of Directors in [its charter](#).

The [Goodyear Senior Leadership Team](#) acts as a steering committee for Goodyear's sustainability strategy and performance. Each of the roles represented on the Senior Leadership Team has compensation metrics and goals that are linked to achieving certain sustainability-focused targets.

The *Better Future* Steering Committee, led by Goodyear's Vice President and Chief Sustainability Officer*, and currently comprised of 17 cross-functional, global leaders representing each region, as well as corporate in the areas of Procurement, Technology, Risk, Legal, Manufacturing Operations, Communications, Government and Public Affairs, Human Resources, Strategy, Finance and Marketing, ensures functional goals are established for Goodyear's high-priority sustainability topics and aligned with corporate strategy.

The Committee also advances the company's communication to internal and external stakeholders. Our VP and Chief Sustainability Officer* reports to the SVP Global Operations and Chief Technology Officer, leads the Steering Committee and provides an annual update to the CRC, enhancing their collective knowledge and awareness of key sustainability issues.



The *Better Future* Working Group, initially established in 2018, is comprised of either leaders or program managers for Goodyear's high-priority topics. They are responsible for developing goals and targets for their respective topics and reporting on strategies to ensure we are effectively managing our high-priority topics. Members are responsible for understanding the current state of their topic, developing and aligning appropriate goals and targets and ensuring key performance indicators (KPIs)/metrics and strategies are in place for each goal. Performance is measured at least annually, and updates are shared internally and externally, as appropriate. Goodyear expects the role of the *Better Future* Working Group to evolve as our high-priority topics and focus areas have shifted based on our [2022 materiality assessment](#).

The *Better Future* Associate Council is a cross-functional group of associates that identifies and implements location-specific initiatives aligned to our high-priority topics. The Council launched at our corporate headquarters in Akron, Ohio, in 2019. The Council used 2022, following a temporary hiatus due to the pandemic, as a planning year to define its mission and outline priorities for 2023 and beyond. We hope to expand the Council to other global locations in the coming years.

Collectively, this governance structure is helping to grow internal awareness and engagement for our *Better Future* framework through quarterly town halls and other communication vehicles for associates, while enhancing our communication to key external stakeholders.

* Goodyear's Vice President and Chief Sustainability Officer (VP, CSO) retired as of April 1, 2023. In the interim, our Director of Global Sustainability assumes the responsibilities held by VP, CSO.

Goodyear gathers stakeholder feedback throughout the year, building on information gathered during [sustainability materiality assessments](#). We regularly speak with investors, customers, associates, distributors, suppliers, regulators and more, collecting sustainability-related requests, questions and feedback. This information is gathered and compiled by global functional business leaders and the Global Sustainability team to help inform strategies that are formulated and implemented at the functional level. Goodyear's Global Sustainability leadership team provides this stakeholder feedback to the Board and CRC to inform their oversight.

To ensure we are managing our most significant environmental, social and governance (ESG) impacts, risks and opportunities, we continue to engage internal and external stakeholders who are knowledgeable in and value corporate responsibility. This summary to the right highlights our key stakeholder groups and the type and frequency of interaction.

Stakeholder Group	Regular Stakeholder Interactions
Board Members	<ul style="list-style-type: none"> • Board meetings • Committee meetings • Annual shareholders meeting
Customers	<ul style="list-style-type: none"> • Daily communication via emails, calls and meetings • Occasional on-site visits • Annual customer conferences
Distributors	<ul style="list-style-type: none"> • Daily communication via emails, calls and meetings • Occasional on-site visits • Annual customer conferences
Suppliers	<ul style="list-style-type: none"> • Daily communication via emails, calls and meetings • Occasional face-to-face meetings at Goodyear or supplier facilities
Regulators	<ul style="list-style-type: none"> • Engagement with governments in countries of operation, as necessary
Industry Associations and Non-Governmental Organizations (NGOs)	<ul style="list-style-type: none"> • Tire Industry Project (TIP) and ongoing Working Groups • Trade associations, including U.S. Tire Manufacturers Association (USTMA), European Tyre and Rubber Manufacturers' Association (ETRMA), Japan Automobile Tyre Manufacturers Association (JATMA) and Automotive Industry Action Group (AIAG) • Frequent interaction with NGOs
Investors	<ul style="list-style-type: none"> • Quarterly earnings calls • Annual shareholders meeting • Frequent investor calls and emails • Non-deal roadshows • Industry conferences
Collaborators	<ul style="list-style-type: none"> • Various collaborator engagements throughout the year on a variety of projects
Community Members	<ul style="list-style-type: none"> • Communication with and contributions to charities • Regular volunteer activities • Community program development



In 2018, Goodyear, under the leadership of Goodyear's Global Sustainability leadership team and assisted by third-party sustainability consultants, conducted a materiality assessment to identify and define our most significant environmental, social and governance (ESG) impacts, risks and opportunities.

The process began by reviewing industry studies on ESG impacts and ESG ranking and rating firm assessments of Goodyear and conducting customer research. Following the research and benchmarking phase, nearly 50 global, cross-functional Goodyear leaders came together to discuss and map ESG impacts, risks and opportunities across Goodyear's value chain, as seen below:



In addition to this assessment, Goodyear gathers [stakeholder feedback](#) throughout the year.

For this materiality assessment, we identified a subset of stakeholders to interview—those with a significant interest in Goodyear and whose decisions affect Goodyear's business and vice versa. To determine which stakeholders to include in the process, we selected organizations and individuals—both internal and external—across our various stakeholder groups and regions to find those with whom we have a significant relationship and who are knowledgeable in and value corporate responsibility. These groups are identified in the chart to the right.

Internal and external stakeholders provided their perspective on the significance of various ESG topics and impacts, and Goodyear's third-party consultant used a weighted scale to quantify the results. These results were presented to and discussed with Goodyear leaders, and the final results were confirmed. See the results on the next page.

Stakeholder Group	Assessment Interaction
Board Members	Interviewed three board members <ul style="list-style-type: none"> Members of the Corporate Responsibility and Compliance and Governance Committees, representing approximately 25% of the Board of Directors
Customers	Interviewed 11 customers <ul style="list-style-type: none"> Original equipment manufacturers (OEMs), fleets, retailer and airline
Distributors	Interviewed two distributors <ul style="list-style-type: none"> U.S. and Europe
Suppliers	Interviewed three suppliers
Regulators	Discussed with internal departments <ul style="list-style-type: none"> Gathered insights from regulators and governmental entities as to the regulatory/legislative environment
Industry Associations and NGOs	Interviewed two organizations
Investors	Discussed with internal departments <ul style="list-style-type: none"> Insights from Goodyear's investor community based on its annual shareholder engagement program, representing more than 50% of our common stock investor community
Collaborators	Interviewed one significant collaborator <ul style="list-style-type: none"> University partner
Community Members	Engaged 12 internal and external stakeholders <ul style="list-style-type: none"> Associates involved in community outreach and community members from around the world

The assessment validated the importance of many topics to both our organization and stakeholders and highlighted new opportunities. Following the assessment, Goodyear confirmed we had existing owners for the management of all high-priority topics, set goals and metrics and verified our internal- and external-facing communications.

Goodyear used our 2018 materiality assessment as guidance for the 2022 report, given that our double materiality assessment conducted in 2022 was completed near the end of the year.

TOPIC & THE WAYS IT WAS DISCUSSED		STAKEHOLDERS EXPRESSING STRONG INTEREST	
1. Advancing Tire Performance			
<ul style="list-style-type: none"> Lowering rolling resistance and weight to help improve fuel efficiency 	<ul style="list-style-type: none"> Enhancing wet grip for consumer performance Tire wear/longevity Road noise 	<ul style="list-style-type: none"> Customers Distributors Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from regulators, governmental entities and investors NGOs
2. Sustainable Raw Materials and Sourcing			
<ul style="list-style-type: none"> Sustainable natural rubber Sourcing conflict-free minerals Removing materials of concern 	<ul style="list-style-type: none"> Using recycled content Increasing the use of renewable materials Sustainable procurement polices 	<ul style="list-style-type: none"> Distributors Internal leaders Customers(OEMs) 	<ul style="list-style-type: none"> Associates providing insights from regulators and governmental entities NGOs Suppliers
3. Workforce Safety and Health			
<ul style="list-style-type: none"> Creating a culture of safety Ensuring safe handling of materials used during production 	<ul style="list-style-type: none"> Complying with workplace safety and health laws 	<ul style="list-style-type: none"> Customers Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from regulators, governmental entities and investors
4. Supply Chain Management			
<ul style="list-style-type: none"> Supply chain management policies and strategies Assessing and monitoring supply chain ESG risks, impacts and opportunities 	<ul style="list-style-type: none"> Working with suppliers to implement ESG strategies Supply chain traceability Anticipating and navigating trade regulations 	<ul style="list-style-type: none"> Customers Distributors Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from investors, regulators and governmental entities NGOs Suppliers
5. Energy and Greenhouse Gas (GHG) Emissions			
<ul style="list-style-type: none"> Climate commitments and strategy 	<ul style="list-style-type: none"> Reducing energy use and GHG emissions across our value chain Increasing renewable energy use 	<ul style="list-style-type: none"> Customers Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from investors, regulators and governmental entities NGOs
6. Business Continuity			
<ul style="list-style-type: none"> Anticipating disruptions and maintaining the ability to fulfill customer orders on time 		<ul style="list-style-type: none"> Board members Customers Distributors Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from investors Suppliers
7. Product Quality			
<ul style="list-style-type: none"> Delivering high-quality products that perform as expected 		<ul style="list-style-type: none"> Customers Distributors Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from investors
8. Shaping the Mobility Revolution			
<ul style="list-style-type: none"> Shaping a more sustainable mobility model enabling the move to autonomous and electric vehicles, shared vehicles and connected tires 		<ul style="list-style-type: none"> Customers Distributors 	<ul style="list-style-type: none"> Internal leaders New mobility entities
9. Ethics and Compliance			
<ul style="list-style-type: none"> Utilizing a Business Conduct Manual/Code of Conduct, policies, training and the Integrity Hotline program to drive ethical behaviors and compliance worldwide Acting with integrity, honesty and respect 		<ul style="list-style-type: none"> Board members Associates providing insights from investors, regulators and governmental entities 	<ul style="list-style-type: none"> Internal leaders
10. End-of-Life Tires(ELT)			
<ul style="list-style-type: none"> Driving ELT to the best beneficial reuse avenues 		<ul style="list-style-type: none"> Customers Industry associations Internal leaders 	<ul style="list-style-type: none"> Associates providing insights from investors, regulators and governmental entities Suppliers
11. Inspiring Culture			
<ul style="list-style-type: none"> Attracting and retaining talent Building a diverse and inclusive culture Acting with integrity 	<ul style="list-style-type: none"> Promoting talent development, health and wellness and community engagement Succession planning 	<ul style="list-style-type: none"> Board members 	<ul style="list-style-type: none"> Internal leaders



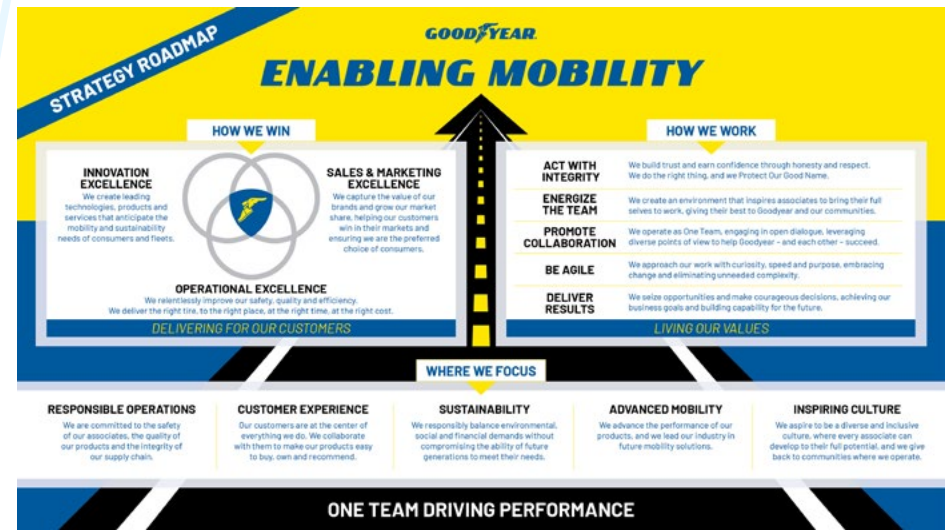
In 2022, Goodyear, under the leadership of the *Better Future* Steering Committee, refreshed our materiality assessment using the double materiality process, which looks at both a company's inward and outward impacts. This type of materiality assessment examines the full scope of a company's value chain and product portfolio.

In early 2023, Goodyear aligned with our leadership on these updated high-priority topics and focus areas. During 2023, we plan to identify current goals, close any goal gaps and confirm and/or establish the ongoing management approach to these topics. We will report on our management of the updated high-priority topics in our 2023 Corporate Responsibility Report, which will be released in 2024.



[Goodyear's Strategy Roadmap](#) defines how we win, how we work and where we focus, with sustainability being a focus area. *Better Future*, our corporate responsibility framework, summarizes and provides an overview of our high-priority sustainability topics on which we report. We detail how we share our Strategy Roadmap with our associates in the [Inspiring Culture](#) section of this report.

The high-priority topics of **climate**, **human rights** and the **environment** are woven throughout the framework. In this report, we first speak to those cross-cutting topics, then we dive into each topic below providing more detail. We explain why these topics matter, what we are doing to manage each, and our progress and performance on our commitments. Some commitments outlined in the pages that follow were set recently and may not yet have performance data available.



GOODYEAR **BETTERFUTURE**

Pillars of our Corporate Responsibility Strategy

Pillar	BETTERFUTURE SUSTAINABLE SOURCING	BETTERFUTURE RESPONSIBLE OPERATIONS	BETTERFUTURE ADVANCED MOBILITY	BETTERFUTURE INSPIRING CULTURE
Topic	Sustainable Raw Materials and Sourcing Supply Chain Management	Safety and Health Operational Impacts Product Quality End-of-Life Tires Business Continuity	Advancing Tire Performance Shaping the Mobility Revolution	Compliance and Ethics Health and Wellness Community Engagement Diversity and Inclusion Talent Development
Focus Areas	<ul style="list-style-type: none"> Source sustainable natural rubber Increase sustainable material usage Pursue raw material traceability Remove materials of concern Manage supply chain ESG risks 	<ul style="list-style-type: none"> Culture of safety and health Reduce environmental impacts Produce high-quality products Drive ELT to beneficial reuse Risk analysis and mitigation 	<ul style="list-style-type: none"> Fuel efficiency, safety, longevity and comfort Fleets, autonomous, connected and electric vehicles 	<ul style="list-style-type: none"> Demonstrate ethical values Healthy and well workforce Global community engagement Diverse and inclusive culture Robust talent development

In December 2021, we announced our climate ambition, which includes our goal to reach net-zero Scope 1 and 2 as well as certain Scope 3 greenhouse gas emissions by 2050, aligned with the [Science Based Target initiative \(SBTi\)](#) and its new [Net-Zero Standard](#). We also announced our commitment to achieve near-term science-based targets by 2030, including reducing Scope 1 and 2 emissions by 46% and certain Scope 3 emissions by 28%, as compared to a 2019 baseline. In December 2022, Goodyear submitted our science-based targets to SBTi for validation.

Our climate ambition includes several other important long-term sustainability goals, including our commitments to use 100% renewable electricity in all manufacturing facilities by 2030 and 100% renewable energy in all manufacturing facilities by 2040, develop a tire made of 100% sustainable materials by 2030 and replace all petroleum-derived oils in our products by 2040.

Governance for Goodyear's Climate Strategy

Goodyear's Board is committed to overseeing the company's environmental, social and governance (ESG) impacts, risks and opportunities, and the prioritization and integration of ESG strategies. The Board Committee on Corporate Responsibility and Compliance (CRC) annually reviews climate-related risks and opportunities, targets, climate strategies, metrics and progress.

The CRC is responsible for monitoring and providing recommendations on how Goodyear manages our business in a responsible manner, including our ESG objectives, policies, strategies, programs and performance. This includes the responsibility to monitor the company's climate strategy. The CRC also discusses the strategies and their integration into business processes. It has received climate-related updates for many years.

The following details the governance structure for Goodyear's climate strategy:

- **Chairman, CEO & President:** Serves as the executive sponsor of Goodyear's climate strategy. This includes receiving updates and making final decisions related to Goodyear's strategy
- **Goodyear's Board of Directors and Board Committee on Corporate Responsibility and Compliance (CRC):** Oversees Goodyear's climate risks and opportunities, targets, strategies, metrics and progress. The Board and CRC discuss climate strategies and their integration into business processes. The CRC monitors the company's actions and progress toward achieving climate targets

- **Senior Leadership Team:** Acts as the steering committee for Goodyear's climate strategy and performance. Each of these roles has compensation metrics and goals that are linked to achieving certain climate targets
- **Vice President and Chief Sustainability Officer:** Oversees the company's climate strategy, goals and progress. Reviews Goodyear's climate strategy, goals and performance with company officers and each strategic business unit. This role has compensation metrics and goals that are linked to achieving certain climate targets
- **Director of Global Sustainability & Global Sustainability Team:** Engages functional and operational leaders in climate strategy alignment and integration and monitors progress
- **Climate Operating Committee (Functional & Operational Leaders):** Develops and implements decarbonization and climate change adaptation and resiliency strategies and monitors progress

Goodyear looks at climate from two standpoints—decarbonization and adaptation and resiliency. Both have risks and opportunities to address.



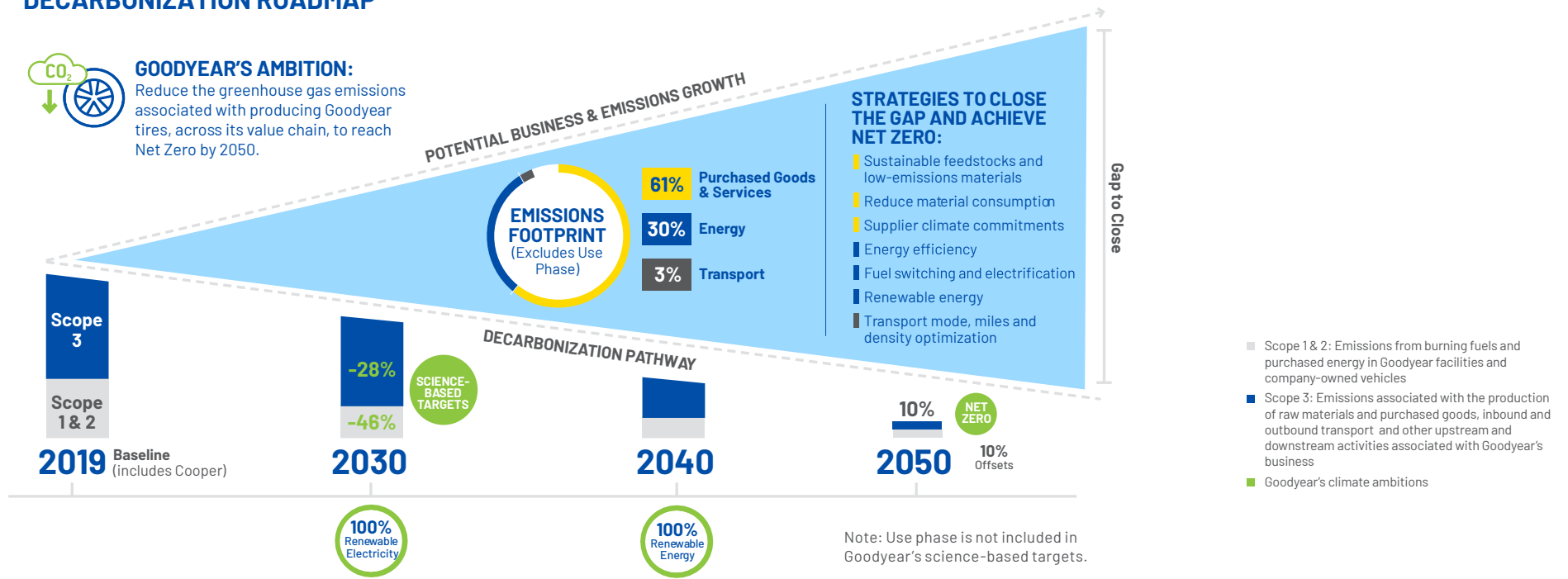
Decarbonization

In 2022, using Goodyear's 2019 greenhouse gas emissions footprint, the baseline year for our science-based targets, we identified the value chain hot spots requiring decarbonization: purchased goods and services; energy; transport; and use phase. Use phase is an indirect-indirect emissions category for Goodyear. While use phase is not included in our science-based targets, Goodyear will continue to explore and evaluate use-phase elements that we can influence, for example, rolling resistance and tire weight.

For the three hot spots that are included in Goodyear's science-based targets, hot spot owners identified strategies for reducing greenhouse gas emissions. Those strategies can be viewed below in Goodyear's Decarbonization Roadmap.

Goodyear hot spot owners and teams are in the process of building strategy-specific decarbonization roadmaps to 2030. Goodyear will report progress on these strategies in future reports.

DECARBONIZATION ROADMAP



When it comes to strategies to pursue for decarbonization, Goodyear utilizes Life Cycle Assessments (LCAs) to evaluate materials quantitatively through the entire life of the product—from the sourcing of raw materials to the end of the product's life. Each LCA is performed using internationally recognized ISO frameworks that help provide a full picture of product impacts as well as opportunities for improvement that can be used in product development. Goodyear collaborated with the [Tire Industry Project](#) (TIP) to develop [Product Category Rules](#) (PCRs) for evaluating impacts from tires. LCAs assist Goodyear in determining lower-emissions materials to pursue.

One of Goodyear's most significant emissions-reduction activities in 2022 was the advancement in acquiring additional renewable electricity in our operations. In 2022, Goodyear reached 34% renewable electricity at global manufacturing facilities and 100% renewable electricity at our manufacturing facilities in EMEA. [Learn more in our Responsible Operations section of this report.](#)

In 2022, Goodyear continued to build our climate ambition into key business processes, such as our capital planning process. This work will continue in 2023, further integrating our climate ambition into key corporate and functional processes.

Performance against Goodyear's Climate Ambition

Scope	2021 Performance vs. 2019 Baseline	2030 Target
Scope 1 & 2 Emissions	-2.4%	-46%
Scope 3 Emissions	+3.5%	-28%



In 2021, combined Scope 1 and Scope 2 emissions decreased by more than 2% from our 2019 baseline. Energy efficiency projects and the increase of renewable electricity in our manufacturing operations led to a decrease in Scope 2 emissions. Goodyear has developed strategies to address Scope 2 emissions from purchased electricity. Regarding Scope 1 and Scope 3 emissions, Goodyear is in the process of researching, evaluating and testing various strategies and crafting decarbonization plans related to our 2030 targets.

Goodyear will calculate our 2022 corporate greenhouse gas emissions footprint in the first half of 2023, which will be reported in our 2023 CDP report and next year's Corporate Responsibility Report.

In 2022, Goodyear conducted a climate-related risks and opportunities materiality assessment, a qualitative scenario analysis and financial impact assessment to identify and prioritize climate-related risks and opportunities relevant to Goodyear's value chain. Complete details can be found in [Goodyear's latest TCFD report, published in December 2022](#).

Goodyear's climate-related risks and opportunities will be evaluated on an annual basis, led by Goodyear's Global Sustainability leadership, Chief Risk Officer and Chief Financial Officer. The aim is to ensure an up-to-date view of potential climate-related risks and opportunities in the short, medium and long term, and an understanding of the significance of impacts, including under different climate scenarios. Goodyear will evaluate and potentially adjust inputs, parameters, assumptions, data and analytical choices annually. Goodyear will use this analysis to evaluate our adaptation and resiliency strategies. Goodyear will continue to report the details of this analysis and strategic responses through our annual [CDP](#) and [TCFD](#) reports.

While strategy-specific decarbonization roadmaps are being built to 2030, various materials, energy and transport strategies are being implemented. For example, Goodyear is actively pursuing bio-based, recycled and carbon-neutral materials, further investing in energy efficiency projects and additional renewable energy, and evaluating and implementing emissions-optimized transportation and warehousing options. These strategies will be reported in next year's Corporate Responsibility Report.



The Goodyear commitment to acting with integrity, honesty and respect is the foundation for our commitment to human rights, embodied in our [Policy on Global Human Rights](#).

At Goodyear, our commitment to human rights is a reflection of how we work. Our human rights policies and standards encompass our entire value chain. Goodyear's human rights policy is incorporated in our [Business Conduct Manual](#), [Zero Tolerance Policy](#), [Natural Rubber Procurement Policy](#), [Sustainable Soybean Oil Procurement Policy](#), Retention of Identity Documents Policy, Responsible Recruiting Policy and [Supplier Code of Conduct](#). Supporting these policies and standards are various due diligence processes, including vendor management programs and grievance and remedy mechanisms, like the [Goodyear Integrity Hotline](#). Additionally, all Procurement, Legal, Human Resources and Internal Audit associates globally are provided annual training on human rights.

Strategy and Governance

Reporting up through the *Better Future* governance structure, the Human Rights Steering Committee—formed in 2021, sponsored by our Chief Human Resources Officer and General Counsel and led by our Chief Risk Officer—is responsible for Goodyear's human rights strategy. This strategy aligns with the UN Guiding Principles on Business and Human Rights and includes active workstreams focused on the following:

- Educating our leaders and associates on human rights standards
- Identifying and managing human rights risks throughout our value chain through due diligence and remedy processes
- Communicating our efforts to address human rights
- Aligning and working with key stakeholder groups to help carry out our work

The scope of this strategy includes evaluating potential risks and opportunities to reduce risk in Goodyear's operations and supply chain, represented by the *Better Future* Framework pillars of Sustainable Sourcing, Responsible Operations, Advanced Mobility and Inspiring Culture.

A cross-functional team of associates, representing Legal, Procurement, Communications, Learning and Development and Sustainability, is advancing our human rights strategy. In 2022, they:

- Developed a Human Rights Leadership education module that launched in early 2023;
- Increased internal communications, focused on leader and associate education and engagement, on the topic;
- Implemented the Retention of Identity Documents and Responsible Recruiting policies; and
- Developed an expanded plan for enhanced supplier screening with a focus on identifying suppliers in high-risk categories for monitoring the implementation of corrective action plans, if required. The execution of the first phase of this plan will begin in 2023.

The team also began work on an updated [Policy on Global Human Rights](#) that was implemented in March 2023. This policy outlines Goodyear's commitment to the UN Guiding Principles on Business and Human Rights. Goodyear will report on policy implementation and updates in future reports. More information on our commitment to human rights can also be found at [Goodyear.com/responsibility](#).



Goodyear is committed to understanding the potential impacts our value chain may have on nature and our natural resources, including forests, land and water.

While Goodyear does not own any rubber tree plantations, we have taken actions to support sustainability as a purchaser of natural rubber, as noted in the [Sustainable Sourcing section](#) of this report and in our [Natural Rubber Procurement Policy](#). Goodyear is committed to working internally, with our supply chain and with external parties to promote a natural rubber supply chain that is environmentally and socially responsible, helping to minimize significant impacts on biodiversity. This includes supporting the livelihoods of smallholders, while promoting responsible acquisition and management of land that is free from deforestation. Goodyear is an active member of the [Global Platform for Sustainable Natural Rubber \(GPSNR\)](#) and provides funding for the GPSNR Capacity-Building project. This project provides rubber farmers with good tapping practices to stem disease and training to make organic compost to act as a source of nutrients for the soil and a substitute for chemical fertilizers.

In our [Sustainable Soybean Oil Procurement Policy](#), we outline how we will work internally, with our supply chain and with external parties to promote a soybean oil supply chain that is environmentally and socially responsible. This includes a supply chain that is free from deforestation and land grabbing, promotes conservation of important vegetation, minimizes impact on biodiversity and local communities and is economically viable.

In [Goodyear's Environmental, Health & Safety \(EHS\) Policy](#), we state that we will strive to reduce our environmental impact and conserve natural resources by minimizing waste, water usage and air and greenhouse gas emissions while reusing and recycling materials (where possible) and responsibly managing energy use through the life cycle of the tire.

Goodyear is also an active member of the [World Business Council for Sustainable Development \(WBCSD\)](#) and its [Tire Industry Project \(TIP\)](#). As a WBCSD member, we closely monitor the development of WBCSD's guidance and the related global frameworks.

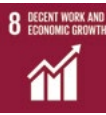









Looking ahead, Goodyear, guided by the leadership of the Global Sustainability team, expects to engage in the WBCSD's Nature and Nature-based Solutions Project to learn and inform our strategies. We also plan to conduct a risk mapping exercise to identify areas of impact and opportunity in our operations and supply chain. Finally, we plan to pinpoint current goals and close any goal gaps and confirm or establish the ongoing management structure for these topics.

We will continue to share and report on our progress in this space in future reports.



In 2015, the United Nations launched the [Sustainable Development Goals \(SDGs\)](#), a set of 17 broad goals and 169 targets to address global challenges and drive sustainable solutions toward the [2030 Agenda for Sustainable Development](#).

In 2021, Goodyear participated through TIP in developing "[Sustainability Driven: Accelerating Impact with the Tire Sector SDG Roadmap](#)." The report highlights the sustainability impacts relevant to the tire sector. The four tire sector sustainability megatrends that were identified in the report are listed on the following table, which also identifies the relevant SDGs and Goodyear initiatives and goals that support these SDGs.

Megatrend*	Impact on the Sector*	Relevant SDGs Goodyear is Supporting	How Goodyear is Supporting
Circular innovation to tackle resource scarcity	Burgeoning populations in emerging markets and increased urbanization globally are encouraging a rise in mobility. The resource challenges that can result from growing demand present the opportunity for the emergence of new business models such as those based on the circular economy.	 	<p>Goodyear Sections</p> <p>Responsible Operations Sustainable Sourcing</p> <p>Advanced Mobility</p> <p>Goodyear Goal</p> <ul style="list-style-type: none"> By 2040, achieve our goal of fully replacing petroleum-derived oils in our products.
Climate and nature crises to accelerate the low-carbon energy transition	Progress to reduce greenhouse gas (GHG) emissions, adapting to the physical impacts of climate change and halting biodiversity loss remains slow and insufficient. However, new regulations, investor pressure and citizen power have created momentum to which the business community must respond.	   	<p>Goodyear Sections</p> <p>Goodyear's Climate Strategy Responsible Operations</p> <p>Sustainable Sourcing</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2025, reduce rolling resistance by 40% and tire weight by 9% for our global consumer portfolio from a 2005 baseline. By 2030, reduce water intensity by 10% from 2020 baseline. By 2030, reduce Scope 1 and Scope 2 emissions by 46% and certain Scope 3 emissions by 28% using 2019 baseline. By 2040, transform our manufacturing operations and processes to all renewable energy to significantly reduce our carbon footprint. By 2050, reach net-zero value chain greenhouse gas emissions.
Industry 4.0 to allow systems transformation	Rapid digitalization and automation across industries is driving improved productivity, efficiency and safety—but could lead to widespread and disruptive implications for employment and workforce skills if not appropriately managed. Technologies, including artificial intelligence, internet of things and 5G, alongside autonomous, connected and electric vehicles, offer significant opportunities to organizations ready to embrace them. The adoption of such technologies must come with efforts to address rising cybersecurity and data privacy concerns and to manage the potential environmental impacts from material and energy consumption.		<p>Goodyear Section</p> <p>Advanced Mobility</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2024, achieve first to approval for all development SKUs with only one physical iteration. By 2027, reinvent tires and service, delivering data- and sensor-enabled intelligence in all new products. By 2030, win in responsible innovation by introducing the first 100% sustainable-material and maintenance-free tire.
Human rights, safety, well-being and equal opportunities – across the value chain – are essential to building resilience.	Rising inequality is driving continued dissatisfaction with current political and economic models and global civil protests on issues relating to diversity and inclusion. Companies are increasingly expected to take strong positions on human rights and other social issues – including protecting employee well-being, promoting workplace safety and improving supply chain due diligence and transparency – to ensure long-term business resilience.	  	<p>Goodyear Sections</p> <p>Human Rights</p> <p>Sustainable Sourcing</p> <p>Responsible Operations</p> <p>Inspiring Culture</p> <p>Goodyear Goals</p> <ul style="list-style-type: none"> By 2023, eliminate all serious injuries to become known as having the safest operations in the world.

*From the Tire Industry Project's report, "[Sustainability Driven: Accelerating Impact with the Tire Sector SDG Roadmap](#)"

In 2020, Goodyear's Global Technology organization introduced six Bold Goals to articulate Goodyear's role in the future of mobility. These ambitious goals are focused on developing great products and services that anticipate and respond to the needs of consumers and customers. They're aspirational yet attainable, providing our associates with a long-term vision to enable mobility well into the future.

Our operational goals are more internally focused and reflect our commitment to continuous improvement in everything we do. They include keeping our associates safe; increasing efficiency through improvements in our manufacturing process; increasing quality and consistency to remain "best-in-class;" improving customer satisfaction by providing the right tire when the customer wants it, every time; and reducing our carbon footprint.

Our Bold Goals include the tagline, "The road to success is an engaged and diverse workforce," highlighting that our associates are the driving force behind these goals. They are empowered to be curious and collaborative and encouraged to bring a proactive mindset to work every day to find new ways to contribute to these challenging endeavors.

In our [2021 Corporate Responsibility Report](#), we highlighted our Bold Goals. We share our 2023, 2025, 2027 goals, as well as the 2030, 2040 and 2050 goals in our [Progress Report](#) on page 5 of this report. The other Bold Goal shared in our 2021 report was our 2024 goal, listed below.

by **2024**

Achieve first to approval for all development SKUs with only one physical iteration.

2022 Result: The number of physical iterations has reduced over the last two years. Goodyear is implementing new capabilities and technologies to help us reach this goal by the end of 2024. In 2022, we installed a dynamic simulator at our Luxembourg facility. Having dynamic simulators at both of our Innovation Centers in Akron, Ohio, and Luxembourg, gives us full simulator capabilities around the world.



We demonstrate our commitment to sustainable development by collaborating with a variety of organizations, including:

World Business Council for Sustainable Development (WBCSD)

WBCSD, founded in 1995, is a global, CEO-led organization of more than 200 leading sustainable businesses working together to accelerate the transition to a more sustainable world. Member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. WBCSD offers members the opportunity to participate in several programs and projects, including sector-specific projects like the Tire Industry Project (TIP). Goodyear has been a member of WBCSD for over 15 years as part of TIP, and in 2020, committed to being part of the Digitalization and Data in Urban Mobility project.

Digitalization and Data in Urban Mobility

A WBCSD initiative, the Digitalization and Data in Urban Mobility project brings businesses and cities together, to implement system-level and integrated initiatives to steer urban mobility systems transformation toward a safer, cleaner, more accessible and more efficient future. WBCSD members are guiding and scaling digital solutions and data exchange between the public and private sectors to lower carbon emissions, enhance safety and accessibility, and reduce road congestion and pollution in cities. Goodyear committed to the project in 2020 and became a member in early 2021. We aim to understand how Goodyear's beyond tires mobility strategy can contribute to and benefit from the opportunities stemming from the transformation of urban mobility.

Tire Industry Project (TIP)

Goodyear is a leader in the WBCSD's Tire Industry Project (TIP), formed in 2005 as a global, voluntary, CEO-led initiative undertaken by leading tire companies. Together, TIP member companies, representing approximately 65% of the world's tire manufacturing capacity, work to anticipate, identify, analyze and address the potential human health and environmental impacts associated with tire development, use and management throughout the tire's lifecycle.

TIP's focus areas include materials and chemicals, tire and road wear particles (TRWP), end-of-life tire management, and tools and frameworks. TIP member CEOs meet biennially to review project progress and approve a two-year work plan. The work plan is reviewed by an assurance group of independent scientists, who provide guidance on the scientific relevance and robustness of planned work.

Some of TIP's major accomplishments from the year include:

Tire and Road Wear Particles (TRWP) - TIP has been studying the potential impacts of TRWP on human health and the environment since 2005. The early research launched by TIP has been groundbreaking in terms of identification, quantification and risk assessment of TRWP in different environmental compartments, including air, soil, sediment, and water, through the development of new sample collection methods and analytical techniques. As a result of this research, TIP has published 19 peer-reviewed scientific studies on TRWP to date.

The topic of TRWP has been receiving increasing attention over the past several years from a large number of stakeholders, including international organizations, NGOs, governments and academic research institutions. As this group of stakeholders continues to expand, in addition to TIP, Goodyear participates as a member of regional tire trade associations (RTTAs), including the European Tyre and Rubber Manufacturers' Association (ETRMA) and the U.S. Tire Manufacturers Association (USTMA). The work with our regional associations involves advocacy and engagement with stakeholders to share tire industry research and expertise about TRWP, tires and tire-related materials, including the work that TIP has conducted.

TIP continued [commissioned research on TRWP](#) conducted by independent research firms and consultants and guided by an advisory panel of academic experts. Recent research from TIP includes:

- Analytical Method Development and Refinement
- TRWP Aging Study
- TRWP Ecotoxicity Study
- TRWP Mass Balance Modeling
- TRWP Field Sampling



More information about TRWP, including all TIP's research, can be found on [TIP's website](#). Beyond our engagement on TRWP with TIP and the RTTAs, Goodyear also takes into consideration impacts of TRWP as they relate to the sustainability of our products. To learn more about our efforts on product sustainability see [Sustainable Materials and Sourcing](#).

End-of-Life Tires (ELT) – In 2021, TIP published the End-of-Life (ELT) Management Toolkit, a guide to proven management systems to maximize collection and recycling of ELT in countries that do not have efficient programs in place.

TIP then organized stakeholder dialogues in Europe, the United States and China, with regional participants from across the ELT value chain. The objectives were to promote and strengthen communication of the stakeholders; facilitate discussion and identify solutions for improved local-level ELT management; and maximize knowledge on ELT management, along with identifying new research opportunities.

[TIP published a report in 2023](#) describing the outcomes and lessons learned from these stakeholder dialogues. According to the report, the workshops confirmed that all three regions have improved ELT recycling rates over the last 20 years, although important opportunities for improvement remain. The report concludes with a summary of actions to be undertaken by TIP and the RTTAs, USTMA and ETRMA, in support of the recommendations made in the report.

Environmental Impacts – TIP published [its 2022 report](#) on environmental key performance indicators (KPIs) for tire manufacturing, noting that TIP members overall either maintained or improved performance at TIP member locations. The KPIs include energy use, CO₂ emissions, water use, ISO 14001 certification, and, for the first time, waste at member company tire manufacturing operations.

The 2022 KPI report indicated that work is ongoing to identify and integrate additional SDG-related KPIs to report progress highlighted in the *Sustainability Driven: Accelerating Impact with the Tire Sector SDG Roadmap*, [available here](#). In 2023, TIP plans to publish an expanded KPI report with indicators across the tire life cycle demonstrating our contributions to the SDGs as a sector.

Global Platform for Sustainable Natural Rubber (GPSNR)

Tire Industry Project (TIP) members and other stakeholders, including automakers, rubber producers and traders, other end users, and civil society, launched the [Global Platform for Sustainable Natural Rubber \(GPSNR\)](#) in 2018 to move the natural rubber industry toward a sustainable natural rubber supply chain.

In addition to being a GPSNR founding member, Goodyear continues to be an active GPSNR member. We continue to prioritize direct engagement within GPSNR working groups, or indirect engagement as appropriate. We maintain a role on the Executive Committee representing the tiremaker category. We are the co-chair for the Strategy & Objectives Working Group that completed the Environmental & Social Risk Studies and developed GPSNR's Theory of Change. Work within this group refocused during 2022 on understanding how to assess risk within the global natural rubber supply chain to support the development of a GPSNR assurance model that members can use to verify the natural rubber they use comes from sustainable sources. Goodyear also is involved with the Shared Responsibility Framework and Assurance Model working groups.

The GPSNR Capacity-Building working group launched multiple projects in 2022. Goodyear was a gold-level donor, helping fund a project in Indonesia that provided Good Agricultural Practices (GAP) coaching to more than a thousand smallholders. Goodyear will continue to fund this long-term project in 2023 to further engage more smallholders with GAP trainings that will enable sustainable practices for years to come.

Lastly, GPSNR launched its reporting requirements, whereby members report annually on their natural rubber sustainability policy implementation progress. Goodyear submitted our data, and we anticipate a full member report will be released in 2023.



Coalition for Reimagined Mobility (CRM)

The Coalition for Reimagined Mobility (CRM) brings together business, government and academic leaders to shape policy for more equitable and sustainable solutions that leverage technology to improve the movement of people and goods around the world. CRM conducts research and advocacy to advance platforms that prioritize people while ensuring the well-being and security of the planet.

Automotive Industry Action Group (AIAG)

The Automotive Industry Action Group (AIAG) is a unique non-profit organization where Original Equipment Manufacturers (OEMs), suppliers, service providers, government entities and academia have worked collaboratively for more than 38 years to drive down costs and complexity within the automotive supply chain. In 2019, Goodyear joined AIAG's Corporate Responsibility Steering Committee (CRSC).

In 2022, the CRSC continued to raise awareness of emerging topics in the areas of environmental, human rights, sustainability and conflict minerals. It also continues to work to align reporting standards within the automotive industry.

The Conference Board

As a non-partisan entity founded in 1916, The Conference Board delivers insights to member organizations in such areas as sustainability, corporate philanthropy, social responsibility, education, and diversity and inclusion.

Goodyear is a member of The Conference Board's Environmental, Social & Governance (ESG) Center and its Human Capital Center. We are involved in several councils and working groups as a part of these engagements.

Within the ESG Center, Goodyear participates in the Product Stewardship and Regulatory Affairs Council, which allows us to exchange ideas and best practices about product-related regulatory, compliance and responsibility matters with peers from other companies and industries.

We also have representation in Sustainability Council 1: Strategy & Implementation, which is composed of companies that strive to track, manage and reduce their environmental and social footprints in their operations and across their supply chains. In addition, Goodyear is a member of the Business Continuity and Crisis Communications Council.

As part of the Human Capital Center, we are a member of the Human Capital Analytics Council, which focuses on drivers for talent acquisition and retention and the use of analytics in strategic workforce planning. Goodyear is also a member of the Diversity and Inclusion Leadership Council, which delivers insights to help members optimize and enhance diversity and inclusion.

Trade Associations

We explore and work collectively to improve various tire-related sustainability topics through our membership in several regional tire trade associations (RTTAs), including USTMA and ETRMA.

Through ETRMA and USTMA, we are engaged in continuous dialogue with policymakers, industry, NGOs and academia, contributing to sustainable development objectives and regulations. Some examples include deforestation-free supply chains, mitigation of TRWP through the establishment of a robust and efficient test method to tire abrasion, evaluation of tire chemicals, as well as sharing tire industry research and expertise about TRWP, tires and tire-related materials.



In 2022, Goodyear received several awards recognizing the company's achievements and those of our diverse associate team. The following is a sampling of the recognition we received:

Corporate Awards

- For the second time, *Forbes* named Goodyear as one of the World's Top Female-Friendly Companies, a ranking determined by an independent global survey of approximately 85,000 women in 36 countries.



- *Forbes*, for a third consecutive year, recognized Goodyear as a top workplace on its 2022 World's Best Employers list. Now ranking at No. 355, Goodyear surpassed our No. 466 spot on the 2021 list. The World's Best Employers list, which has been published since 2020, is *Forbes*' most prestigious international employer accolade.



- *Newsweek* recognized both Goodyear and Cooper Tire on its list of America's Most Responsible Companies. The national ranking highlights 500 companies across 14 industries that strive to be excellent corporate citizens. Cooper Tire appears on the list as a separate entity because *Newsweek* evaluated corporate social responsibility data from 2021 and previous years, and Goodyear's acquisition of Cooper did not close until June 2021.
- *FORTUNE* and Korn Ferry's annual World's Most Admired Companies study confirmed Goodyear's strong industry reputation among senior executives, outside directors and financial analysts. The overall corporate reputation score from approximately 15,000 survey recipients ranked Goodyear in the top half of the Motor Vehicle Parts category. The study evaluated FORTUNE 1000, Global 500 companies and other major non-U.S. companies on nine attributes: ability to attract and retain talented people; quality of management; social responsibility to the community and the environment; innovativeness; quality of products or services; wise use of corporate assets; financial soundness; long-term investment value; and effectiveness in doing business globally.



- U.S. consumers rated Goodyear as one of the “Top 25” most innovative companies and one of the “Top 25” most socially innovative companies according to the 2022 American Innovation Index (Aii) and Social Innovation Index (Sii). To determine the “Top 25” ranking, Fordham University’s Gabelli School of Business and the Norwegian School of Economics jointly survey U.S. consumers across nearly 30,000 customer touchpoints spanning approximately 20 industries.



- *Fast Company* named Goodyear’s 70% sustainable-material demonstration tire as a finalist in the automotive category in the publication’s 2022 Innovation by Design Awards. This demonstration tire was also named “Best Sustainable Product” at CES 2022 by *Engadget*.



- *AutoBild* named Goodyear as the “Top Tire Manufacturer Summer 2022.” Goodyear was also the first tire manufacturer to receive the “Green Tire 2022” award from the publication.



Regional Awards

In addition to corporate recognition, Goodyear received the following, region-specific accolades:

In Asia Pacific, Goodyear was recognized in India as one of the *Economic Times*’ Best Organizations for Women 2022. In addition, the company was Great Places to Work Certified in India and the Philippines.



In 2022, Goodyear’s Americas region received the 2022 Military Friendly Designation in the United States, and our San Luis Potosí plant was honored as Best Talent Management Company, Asociación de Ejecutivos de la Gestión del Talento Humano de San Luis Potosí, A.C.



In EMEA, Goodyear was recognized as one of the Top Employers in South Africa in 2022 and with the Premio Reifen + Autoservice award, naming the company one of Germany’s Best Employers.



Associate Awards



Rob Dennis-Pelcher Receives Rowbotham Medal

The Institute of Materials, Minerals & Mining awarded Principal Scientist Rob Dennis-Pelcher the Rowbotham Medal, given for outstanding contribution to the development or innovative use of materials for automotive application. Rob was recognized for delivering carbon-based technologies with improved sustainability—an industry-leading innovation that was featured in Goodyear's 70% sustainable-material demonstration tire unveiled in January 2022.



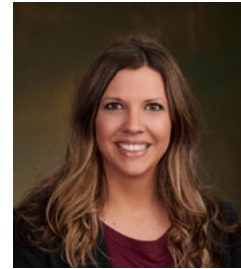
O'Dale Satterfield Recognized with BEYA Legacy Award

O'Dale Satterfield, chief engineer-operations manager, received the Dr. Lydia W. Thomas Legacy Award at the 2022 Black Engineer of the Year Awards (BEYA) STEM Conference. The award honors O'Dale's excellence in the science, technology, engineering and math (STEM) workforce as well as his volunteer work.



Kanwar Singh Wins SAE Foundation Award

Kanwar Bharat Singh, technical project manager – algorithms, was honored with the 2022 SAE Foundation/ DENSO Young Industry Leadership Award. This recognition is for individuals who have made significant professional contributions in the mobility industry and who show potential for outstanding leadership growth. The awardees have less than 12 years of industry experience and demonstrate a commitment to the community, professional societies or STEM education.



Two Goodyear Associates Named 2022 STEP Ahead Award Honorees

The Manufacturing Institute recognized Missy Irons (top left) and Arwen Kathke (bottom left) at the 10th annual Science, Technology, Engineering and Production (STEP) Ahead Awards. Both Missy, a materials manager, and Arwen, a senior engineer, were named 2022 STEP Ahead Honorees among a prestigious group of 130 women for their outstanding work as manufacturing professionals and mentors.



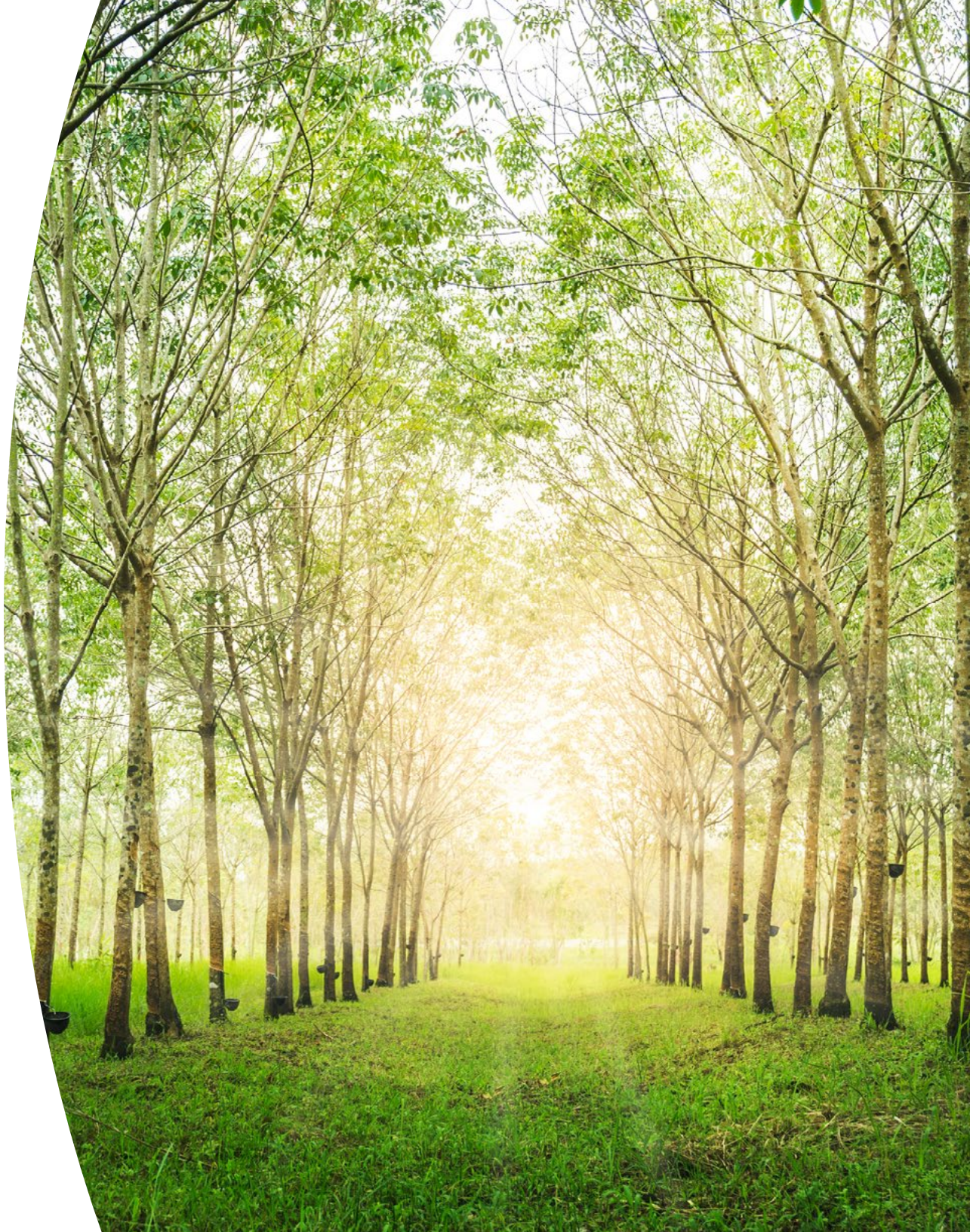
Jim Foughty Named Recircle Employee of the Year

Jim Foughty, general manager, retread operations, won the Employee of the Year award from the inaugural Recircle Awards. This global recognition honors an individual within the tire retreading or recycling sector who has made a significant impact on a company's sustainability goals and participation in the circular economy.

SUSTAINABLE SOURCING

Focus Areas

- Source sustainable natural rubber
- Increase sustainable material usage
- Pursue raw material traceability
- Remove materials of concern
- Manage supply chain ESG risks



Given the potential social and environmental impacts of a global supply chain, we proactively seek to understand our supply chain risks and address them to support a healthy ecosystem. **At Goodyear, sustainable sourcing is our approach to responsibly managing the materials we use for our operations and products.** That includes our efforts to source sustainable natural rubber, increase our sustainable material usage, pursue raw material traceability, remove materials of concern and proactively manage supply chain ESG risks.

Prior to sourcing materials, Goodyear's Product Stewardship team, which is part of Goodyear's Global Sustainability team, completes supplier reviews that include gathering safety data sheets (SDS) and ensuring the materials comply with all applicable global chemical inventories and regulatory standards, including the European Union's Regulation (EC) No. 1907/2006 concerning Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) and the U.S. Toxic Substances Control Act (TSCA). Goodyear's Global Material Science team approves material specifications. In addition, through their management of change processes, our manufacturing facilities conduct environmental, health and safety (EHS) checks to help ensure safe use and compliance. Goodyear's Procurement and Technology teams manage the governance of materials and sourcing.

Product quality, safety and customer satisfaction are our ultimate goals. Goodyear's Procurement and Technology teams actively seek sustainable material options that deliver product performance while meeting our high standards of quality and safety. To advance Goodyear's sustainable material use, our Technology teams work to investigate new alternative raw materials and incorporate innovative solutions.

Goodyear actively reviews definitions and standards that continue to mature and defines a sustainable material as a bio-based/renewable, recycled material or one that may be produced using or contributing to other sustainable practices for resource conservation and/or emissions reductions including mass-balance materials.

Sustainable Material Performance

Goodyear now uses a silica product made from residual rice husk ash—a byproduct of rice processing. Rice husk ash (RHA) silica can help deliver performance similar to traditional sand-based silica yet is more environmentally friendly and helps reduce waste going to landfill. Over the past several years, we have introduced the use of RHA silica in several of our global manufacturing facilities. We have been working closely with our suppliers to explore further expanding the use of RHA silica. In 2018, we had set a goal to double our use by 2021 when compared to 2018 use. Impacts related to our RHA silica suppliers' footprint limited our ability to source the expected RHA silica volume in 2021. However, in 2022, we successfully secured RHA silica volumes that placed us at a 101% increase compared to our 2018 baseline.

Goodyear has also increased our use of bio-based oils to help us reach our goal of fully replacing petroleum-based oils in our products by 2040. When considering our total sustainable oil usage in place of petroleum-based oils, our 2022 increase was 28%.

One example of this is our use of soybean oil. Goodyear utilizes commodity soybean oil, a surplus that is available beyond food applications, in our polymer and tire manufacturing processes in a variety of ways depending on the application. We have announced sustainability goals around the increased use of soybean oil in our products. Goodyear established a goal in 2018 to increase the use of soybean oil in place of petroleum-based oil by 25% by the end of 2019. We met and far exceeded this goal by increasing our soybean oil use by 90% in 2019, 73% in 2020 and 13% in 2021. We increased our use of soybean oil by 89% in 2022 over 2021. This goal is supported by the established versatility of the technology, along with the demonstrated performance and processing advantages.

In 2023, Goodyear expects to continue to advance the science and technology and conduct research to bring new materials that deliver quality and performance. Our team will also continue to demonstrate its capability and work toward delivering a 100% sustainable-material tire by 2030.



Unveiling of 90% Sustainable-Material Demonstration Tire

In 2020, Goodyear set a goal to create a 100% sustainable-material tire by 2030. Our scientists and engineers continue to make great progress toward that goal. Goodyear began 2022 by announcing a demonstration tire made of 70% sustainable-material content, a significant milestone toward our 2030 goal.

Throughout 2022, Goodyear’s team of scientists and engineers across the globe worked together and applied research, new technologies and their collective experience to improve upon the 70% sustainable-material content mark. The result—the development of a 90% sustainable-material demonstration tire, unveiled in January 2023.

This 90% sustainable-material demonstration tire includes 17 featured ingredients across 12 different components, including:

- Four different carbon blacks produced from (bio-) methane, carbon dioxide, plant-based oil and end-of-life tire pyrolysis oil feedstocks
- Soybean oil, a bio-based resource that helps reduce our use of petroleum-based products
- Silica produced from rice husk waste residue, a byproduct of rice processing that is often discarded and put into landfills
- Bio-renewable pine tree resins, which replaced traditional petroleum-based resins

Additionally, this demonstration tire passed all applicable regulatory testing as well as Goodyear internal testing. This demonstration tire also tested to have lower rolling resistance when compared to the reference tire made with traditional materials. Lower rolling resistance means this demonstration tire has the potential to offer better fuel savings and carbon footprint reduction.

In 2023, Goodyear expects to sell a tire with up to 70% sustainable materials.

Commercial Tire with 63% Sustainable-Material Content

During IAA Transportation in September 2022, Goodyear showcased an innovative demonstration commercial tire made with 63% sustainable materials.

The 63% sustainable-material demonstration truck tire includes 15 featured ingredients, including four different carbon blacks and rice husk ash silica, across 20 tire components. This demonstration tire is labeled “A” in fuel efficiency meaning it can offer the same fuel savings as the most efficient Goodyear truck tires currently offered.

In the future, this demonstration tire can be connected to monitor a variety of tire health parameters. This has the potential to reduce waste and increase efficiency by maintaining ideal pressure and tire condition. Monitoring the health of the tire is an important factor in determining whether or when a tire can be renewed, thus potentially contributing to circularity and increasing efficiency.



Continued Collaboration

In April 2022, Goodyear announced a program supported by the U.S. Department of Defense (DoD), the Air Force Research Lab (AFRL), BioMADE and Farmed Materials to develop a U.S. source of natural rubber from a specific species of dandelions.

Natural rubber is classified by the U.S. as a strategic raw material that serves as a critical ingredient in military, aircraft and truck tires. Today, more than 90% of the world’s natural rubber is made from latex derived from rubber trees and is primarily sourced from tropical locations outside of the U.S.

This program will build on research that analyzed more than 2,500 species of plants but found only a few with properties suitable for use in tires. *Taraxacum kok-saghyz*, a species of dandelion known as TK, has proven to be a valuable alternative to natural rubber trees.

While rubber trees typically take seven years to produce the latex needed for rubber production, this species of dandelion can be harvested every six months. TK dandelions are also resilient and can grow in more temperate climates, such as Ohio.

Backed by the DoD, Goodyear, BioMADE and Farmed Materials began with planting and harvesting of TK seeds in Ohio in the spring of 2022. The natural rubber produced will be used in the production of military aircraft tires that will be built and tested under rigorous applications by Goodyear in cooperation with the AFRL at Wright-Patterson Air Force Base in Dayton, Ohio.

If additional testing provides promising results, Goodyear sees potential for the application of TK rubber to be used in all tire applications.

At Goodyear, we strive to make an impact through our choice of the materials we use. We are committed to managing sourcing in a way that helps reduce environmental and social impacts and improve our global risk management. To that end, we continuously work to expand Goodyear’s requirements to include sustainable sourcing guidelines. Our [Supplier Code of Conduct](#) includes our requirements related to human rights, environmental sustainability, health and safety, and business ethics, as well as our requirements related to competition law compliance, conflicts of interest and privacy, among other topics.

Goodyear’s sourcing includes direct materials such as: natural and synthetic rubber; fillers; pigments; chemicals and oils; semi-finished goods such as bead wire, steel cord and fabrics; and indirect items such as services, equipment, maintenance, transportation, energy and utilities.

Natural Rubber

More than 90% of the world’s natural rubber is made from latex derived from rubber trees, which is primarily sourced from Southeast Asia. The tire industry uses approximately 70% of the world’s natural rubber, and demand for natural rubber is growing. This raises various social, environmental and economic concerns and opportunities associated with the production of this important commodity. Social and agricultural practices in natural rubber production can vary greatly and can have significant impacts on the livelihood and rights of local people, as well as local ecosystems through potential habitat conversions and reduction of species from deforestation.

Goodyear does not own any rubber tree plantations, but we have taken actions as purchasers of natural rubber. Our [Natural Rubber Procurement Policy](#) aligns with the [Global Platform for Sustainable Natural Rubber’s \(GPSNR\) Policy Framework](#). This alignment signals our strong natural rubber supply chain commitments across all aspects of sustainability. Our Natural Rubber Procurement Policy applies to Goodyear and our affiliates. The key policy principles guiding Goodyear’s actions include:

- Support and protect the rights of workers (including contract, temporary and migrant workers), landowners and local people
- Promote responsible acquisition and management of land that is free from deforestation and land grabbing

- Promote practices that lead to the ability to trace natural rubber through the entire supply chain
- Promote the use of responsible and sustainable production techniques
- Promote the best available growing and harvesting techniques
- Support the livelihoods of smallholders
- Regularly audit and work with our supply chain on policy compliance



Additionally, Goodyear is a founding member of [Tire Industry Project \(TIP\)](#), a CEO-led initiative with 10 of the world’s major tire companies. Through TIP, Goodyear worked with other stakeholders, including automakers, rubber producers, other end users, and civil society, to move the natural rubber supply chain toward natural rubber sustainability. TIP members and others launched the [GPSNR](#) in 2018.

In addition to being a GPSNR founding member, Goodyear continues to be an active GPSNR member, including maintaining our role on the Executive Committee representing the tire maker category. Goodyear is also the co-chair for the Strategy & Objectives Working Group, which completed the Environmental Risk Study and development of GPSNR’s Theory of Change. Goodyear prioritizes engagement directly within GPSNR Working Groups or indirectly as necessary, as GPSNR facilitates the natural rubber industry’s move towards a more sustainable supply chain. In 2021, GPSNR approved reporting requirements, under which members in the natural rubber value chain will report on their policy implementation progress. Goodyear has submitted our data, and we expect a full member report to be released in 2023.

Support for Natural Rubber Farmers and Communities

Through our [Natural Rubber Procurement Policy](#), we are committed to supporting socially responsible projects in the communities that support our supply chain. In 2022, Goodyear, as a gold-level donor, helped fund a project in Indonesia that provided Good Agricultural Practices (GAP) coaching to more than a thousand smallholders. Goodyear plans to continue to help fund this long-term project in 2023 to further engage more smallholders with GAP trainings in support of sustainable practices for years to come.

We expect that GPSNR's capacity-building project will require ongoing funding to enable the long-term success and expansion of the programs. As an active member of GPSNR with representation in the Capacity Building Working Group, Goodyear believes it is important to support GPSNR in its efforts to identify and address capacity-building gaps on the ground within the natural rubber supply chain.

Conflict Minerals

Goodyear does not directly purchase conflict minerals for use in our manufacturing processes; however, some of our tier 1 suppliers incorporate these minerals into components that we purchase from them, such as bead wire. Goodyear conducts due diligence on our supply chain to assess our exposure to risk due to conflict minerals.

Our [Supplier Code of Conduct](#) requires that suppliers source minerals, derivatives of minerals and other raw materials in compliance with applicable laws and regulations and in a manner that respects human rights, and that they avoid directly or indirectly financing or benefiting armed groups in the Democratic Republic of Congo (DRC) and/or its adjoining countries. In addition, under the Code, suppliers are required, from time to time, (i) to certify that all materials and products supplied to Goodyear do not contain tantalum, tin, tungsten, gold or cobalt or (ii) if they do contain those elements, to cooperate with Goodyear to conduct appropriate due diligence, including determining the country of origin and the source (including the applicable smelter) and chain of custody of those elements.

To ensure compliance with our expectations, we also require any supplier with products containing tantalum, tin, tungsten, gold or cobalt to fill out a Conflict Minerals Reporting Template (CMRT) twice a year. We require suppliers to disclose the smelters for those products, and we are a member of the Responsible Minerals Initiative's (RMI) Conflict Free Smelter Program, an industry initiative that audits smelters' due diligence activities. View our most recent Conflict Minerals report [here](#).

Soybean Oil

As we continue to increase our use of soybean oil as a replacement for petroleum products, we identified a need to formalize our standards for its responsible procurement. Our [Soybean Oil Procurement Policy](#), published in March 2021, can help guide processors, farmers and all other members of the supply chain to establish practices and make sound environmental and social decisions related to the growing, harvesting and processing of soybeans.

As we continue to increase our replacement of petroleum-based oils in our products, we expect to continue the assessment and development of supporting policies and reporting mechanisms, as needed, to help ensure we are responsibly managing our supply chain.



Goodyear’s Chief Procurement Officer leads our Procurement team, which manages Goodyear’s sourcing for the materials and services we use globally. Together with other Goodyear teams, our Procurement team oversees and implements policies, programs and supplier assessments and audits. The team also provides associate training on topics such as human trafficking, forced and child labor, anti-corruption, compliance and strategic sourcing processes. First-year Procurement associates receive more than 40 hours of procurement-specific training, and all team members receive an annual refresher training. Training includes content that helps associates identify potential issues and provides them with the skills and resources to respond appropriately.

We require our suppliers to comply with [Goodyear’s Supplier Code of Conduct](#) or have their own equally substantial code of conduct, and we may deny or terminate a business relationship should a supplier not do so. Topics covered in the Supplier Code of Conduct include child labor and other working condition regulations, environmental practices and anti-corruption. We discuss the remaining policies listed above in more detail in the sections focused on [Human Rights](#) and [Natural Rubber](#).

Goodyear’s Business Continuity and Procurement teams annually conduct an all-category and commodity risk assessment that identifies top raw material supplier risks across our global supply chain. This annual survey considers a wide range of factors, including: procurement spend and volume; supply or supplier alternatives; geographic spend; geopolitical concerns; and emerging laws and regulations. Goodyear reserves the right to request information or access to suppliers’ facilities at any time to confirm compliance, including and especially as it relates to human trafficking and modern slavery. In the event of violations, our Procurement team pursues appropriate responses, which may include working with suppliers to create corrective action plans or, in appropriate cases, terminating the relationship. We include audit and corrective action results in our sourcing strategy discussions.

Our existing screening process includes an environmental, social and governance (ESG) survey and requires raw material suppliers—new and existing—to respond to the survey or provide answers to a similar assessment.

In 2022, we completed an assessment for 94% of our raw material spend. Through this process, covered suppliers are required to provide information on policies and programs pertaining to, but not limited to, human rights; employee training; environmental, health and safety; chemical management; hazardous material controls; and waste management. These survey results help position us to take effective action as we determine supply chain opportunities and strategies, as well as to create and implement action and improvement plans when appropriate.

In 2023, we plan to continue to work with suppliers as needed to develop agreed-upon improvement plans as well as introduce a pilot program for strategic indirect suppliers to be included in our ESG assessment process.

Supply Chain Management Policies	Scope of Those Required to Comply
Business Conduct Manual	All associates
Supplier Code of Conduct	All suppliers
Global Policy on Human Rights	All associates and suppliers
Natural Rubber Procurement Policy	All participants within the natural rubber supply chain (e.g., smallholders, plantations, intermediate dealers/consolidators, processors and trading companies)
Soybean Oil Procurement Policy	All participants within the soybean oil supply chain



Supply Chain Traceability

Goodyear's supply chain is complex, and Goodyear is exploring processes and technologies to enhance supply chain traceability, tracking materials along development paths from agricultural production to storage, distribution, processing, manufacturing and more.

In 2020, Goodyear planned to pilot a new system utilizing smartphone technology to assist in field-based data capture with smallholders. The pilot had been put on hold due to concerns related to COVID-19, including travel restrictions for the safety of our associates as well as our suppliers' employees. In 2022, Goodyear was able to complete this pilot program with Rubberway, and now utilizes this platform for supply comprising 36% of our natural rubber spend.

For 2023, we are continuing to onboard new rubber factories into Rubberway and expect to be above 40%. Additionally, Goodyear intends to continue to engage with new suppliers and technologies to assess further capabilities related to traceability and preventing material from deforested lands from entering our supply chain.

Human Rights

[Goodyear's Global Human Rights Policy](#) illustrates that we are fully committed to maintaining an inclusive workplace and value chain that is free of harassment based on a person's gender, race, age, religion, disability, ancestry, national origin, sexual orientation or other characteristics protected by applicable law. We prohibit all forms of compulsory, indentured or slave labor, as well as human trafficking, and this extends beyond our operations to include suppliers and other third parties.

Goodyear's raw material supplier assessments include questions pertaining to supplier human rights policies and violations. Our [Supplier Code of Conduct](#) addresses important topics including human rights, child labor and other working condition regulations, environmental practices and anti-corruption. All suppliers are expected to abide by Goodyear's Supplier Code of Conduct or have their own equally substantial code of conduct.

In line with Global Reporting Initiative (GRI) reporting recommendations, we reviewed the material contracts listed as part of our annual public financial reporting for those initiating strategic equity acquisitions or capital projects with a

view to assessing human rights content in any applicable agreements. For the 2022 reporting period, there were no contracts in these categories.

With a comprehensive approach to ethics and compliance measures, we work to ensure our own operations do not allow or pose significant risk for either child or forced labor. In accordance with the California Transparency in Supply Chains Act of 2010, Goodyear takes measures to prevent and eliminate forced labor in our direct supply chain, such as the risk-based assessments, supplier audits and procurement trainings discussed above. To develop the baseline for our human trafficking risk assessments, we used the U.S. Department of Labor's (DoL) List of Goods Produced by Child or Forced Labor that categorizes goods by country. Within the tire industry, the production of natural rubber, particularly in Southeast Asia, poses the highest risk of child or forced labor.

Goodyear audits all our natural rubber suppliers every two years to ensure our operations are not supporting child or forced labor. In 2022, we conducted either onsite or virtual audits at 100% of our supply. Please see our [Natural Rubber Procurement Policy](#) for more information. One hundred percent of Goodyear Procurement associates take an annual online training course on human rights issues. Beyond raising awareness about slavery and human trafficking, such as forced labor and child labor, the course also sets expectations for reporting any known or suspected violations.

In accordance with the German Supply Chain Due Diligence Act (SCDDA), we have also performed an initial assessment, with the support of a third-party consultant, to ensure Goodyear Germany's compliance with the SCDDA in connection with covered risks such as human rights and environmental risks. As part of our continued efforts in this area, our intent is to assess the processes and methodology developed in the context of the SCDDA for expansion of our due diligence efforts globally.

Goodyear's [Integrity Hotline](#), available to both associates and suppliers, enables reporting of potential human rights issues, including anonymously (where permitted by law). This hotline is available 24 hours a day, 7 days a week from anywhere in the world via toll-free telephone or website.



Our ongoing efforts to strengthen our understanding of our global supply chain through our ESG survey gives us a baseline for enhancing our metrics and achieving forward-looking goals, including:

- Completing more than 90% of the assessments of raw material spend to Goodyear's ESG information (through our survey or similarly) by December 2020 – Completed 94% in 2022 and continue to update annually;
- Creating and implementing an action plan to improve the performance of each raw material supplier below a defined ESG survey score by December 2020 – Completed and annually updated;
- Achieving a 100% ESG survey response rate from suppliers of strategic indirect materials – Successful pilot wave in 2021 of approximately 20 strategic indirect suppliers with 100% response rate. We plan to expand to 100 suppliers in 2023;
- Training Natural Rubber Procurement team on ISO 20400 standards – We did not complete training in 2022 due to restrictions limiting on-site training. This training is slated to be completed in 2023; and
- Achieving 50% raw material spend traceability by 2025 – Delayed due to pandemic-related travel restrictions in 2022; however, with limited travel restrictions, this program has resumed as of February 2023. We continue to explore more robust and comprehensive tools for enhanced transparency into our supply base.



RESPONSIBLE OPERATIONS

Focus Areas

- Culture of safety and health
- Reduce environmental impacts
- Produce high-quality products
- Drive ELT to beneficial reuse
- Risk analysis and mitigation



Goodyear’s Strategy Roadmap speaks to our commitment to operational excellence, and that includes practices in support of responsible business growth. Our day-to-day efforts to deliver high-quality products in an efficient manner are supported by a culture of safety and health. We manage our environmental impacts and plan for adverse conditions to support business continuity. In the spirit of continuous improvement, we take lessons learned and proven best practices to create and update our global standards. Operating in a responsible manner worldwide leads to protecting our people, our customers, our planet, our company and our good name.

Workforce Safety and Wellness

We have a vision of being known as having the safest operations in the world. Achieving that vision will require all associates to share a commitment to safety, integrity, honesty, respect, and legal and ethical behavior. Every Goodyear associate at every level of the organization has a personal responsibility for safety, which means they are expected to report unsafe work concerns and are empowered to stop work if they believe a task is unsafe.

Governance of our operations, including performance, systems maturity and compliance to internal and external requirements, is a critical aspect of our process. Globally, we have a strategy deployment process where objectives cascade from senior leadership to regional operations to the site level. Our monthly operations review process maintains accountability to the process by monitoring performance and progress to our objectives. Another example of governance includes our legal compliance audit process. We use third parties skilled in the identification of environmental, health and safety (EHS) risk to audit our manufacturing sites on a regular basis. In 2022, 24 of our global facilities were audited to ensure ongoing compliance to EHS regulations.

To support safe operations, more than 90,000 hours of EHS training were provided to associates in 2022. Work-related hazards are identified through associate pre-shift inspections, associate suggestions and formal inspections and audits conducted by facility management and safety teams. Formal health and safety committees represent 100% of our manufacturing associates.

[Goodyear’s EHS Policy](#) underscores the principles that guide us toward continuous EHS improvements. In 2019, we implemented our enhanced EHS Management System aligned to ISO 45001 across all customer-facing operations, including retail and field service support businesses. Additionally, 19 facilities are ISO 45001-certified, along with the 47 facilities that are certified to ISO 14001.

Plant Optimization (P.O.) is Goodyear’s manufacturing operating system that is built on the foundation of People and Environmental Care (PEC). Associates are meaningfully engaged in EHS through PEC and interact with other P.O. pillars to continuously build sustainable capabilities. One of the ways our associates learn more about P.O. is through our e-learning courses. These courses provide an understanding of the system. From 2020 to 2022, more than 15,360 associates participated in the self-paced, e-learning courses.

Between 2020 and 2022, more than 650 associates completed the formal, intensive P.O. Academy with virtual and in-person events increasing the positive impact that trained and engaged associates have on EHS. Overall, between 2020 and 2022, we saw associate engagement through either participation in the P.O. Academy or through the completion of the e-learning modules increase by 26%. As part of PEC, associate teams around the world organize and participate in activities that support identifying and eliminating operational hazards while building internal capability to develop projects and implement solutions to identified risks.



Performance

Goodyear measures our safety progress through both leading and lagging indicators. In 2022, leading indicators included corrective actions completion; ergonomic risk reduction; industrial hygiene improvements; EHS management system maturity; associate engagement; Corrective Action/Preventative Action (CAPA) related to audits, inspections and near-miss incidents; and near-miss incident reporting. We also measure Serious Injury (SI) and SI Potential; Total Incident Rate (TIR)(injuries that require medical treatment above first aid and restricted/lost-time injuries); contractor injuries; and first-aid injuries. In 2022, our key metrics include data from legacy Cooper facilities.

Through the integration of legacy Cooper facilities into Goodyear's operations, we discovered new synergies, including a machine risk reduction process that has strengthened our existing injury prevention system. We've also expanded our injury prevention programs into legacy Cooper facilities. The result has been stronger systems and more capable associates.

Reliable data and easy-to-use technologies are vital to EHS decision-making. We have created internal processes to provide reliable data and invested in industry leading EHS management system software and mobile tools that generate real-time data analysis. This allows us to drive decision-making that supports our strategic goals.

All incidents, including injuries, illnesses, near misses and property damage, are investigated. Causes are then identified, and corrections developed and implemented. These are captured in our EHS Data Management System for internal escalation, sharing of lessons learned, analysis and data reporting.

We reduced our TIR in 2022 from 2.23 to 2.05. Unfortunately, we did experience 38 serious injuries, which we define as injuries that are permanently life altering or life threatening. We remain committed to take actions needed to further our goal of eliminating all serious injuries and fatalities in our workplace. We will continue to learn and build maturity in SI prevention, and teams throughout our global footprint are committed to reaching our goal of zero.

Serious Injury Prevention

To achieve our vision to be known as having the safest operations in the world, we focus our EHS efforts on continuously reducing the risk of serious injuries. We've identified serious injury risks, which we refer to as our Serious Injury Indicators, based on a review of incident history, external benchmarking and industry best practices.

In 2022, we launched workshops, Insights to Culture, aimed at continuing to advance our safety culture. In the workshops, plant leadership teams from all businesses and regions had the opportunity to reflect and learn methods to positively influence culture.

As we continue efforts to advance our cultural environment, in 2022 we also increased focus on our Life Saving Practices, which are linked to our Serious Injury Indicators.

As an example, our EMEA operations focused on Life Saving Practices during their safety month in June. Sites participated in different engagement activities, such as pledge signing ceremonies where associates refreshed their personal commitment to use and follow Life Saving Practices in their daily work. Fairs and contests were also held to identify and reinforce safe behavior while reflecting on how each associate can support the safety culture at Goodyear.

As we transition into 2023, we are formally integrating the Life Saving Practices into all aspects of how we work, including routine communications, performance management, daily management system, shop level audits and interactions, injury investigations, as well in as our global audit process.

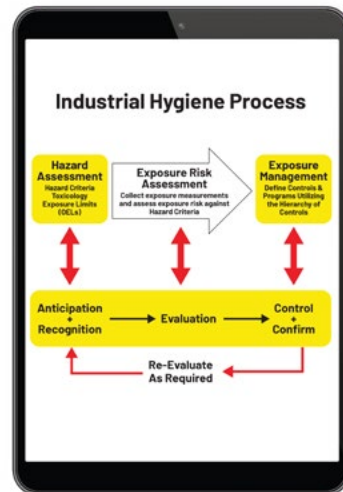


Systems and Technology

We use technology to provide new insight for injury prevention. For example, associates in our Commercial Tire & Service Centers use wearable sensors to alert them when bending and lifting tasks could contribute to injuries, enabling them to stop before an injury occurs. Associates at our manufacturing location in Akron, Ohio, use tablet kiosks where associates can anonymously report an unsafe condition before it becomes a hazard. In Latin America, we piloted video analysis tools to help continually analyze near misses that could lead to injury. We continue to expand our use of technology and access to real-time data on the front line.

Industrial Hygiene

Preventing work-related illness in the workplace begins with understanding the potential impacts of noise and the substances used in the manufacturing process. We assess workplace exposures through monitoring, which validates that controls are effective and provides transparency to associates. Goodyear’s industrial hygiene process uses best practices and regulatory and consensus standards to move beyond compliance. To advance global alignment, capabilities and visibility, in 2022 we strengthened the development of our group of global subject matter experts at our sites around the globe by developing tools, training and procedural guidelines to drive continued maturity at our facilities. In addition, we piloted qualitative exposure assessments in target facilities to further advance the maturity of our industrial hygiene process.



Ergonomics

Goodyear’s Ergonomic Core Teams contributed to our overall incident rate reduction and the improvement of workplace conditions to help make our facilities safer and more productive.

In 2022, after the introduction of motion capture technology to the ergonomic teams, an internal ergonomic competition was relaunched to recognize teams working on ergonomic improvements. Teams from around the globe submitted 53 ergonomic projects. The Chairman’s Award, the crown jewel of our competition, was awarded to our plant in Fayetteville, North Carolina, for a lift assist for green tires that reduced injury risk by 36% and reduced material handling by 100%. The winning project was a team collaboration among different functions and will be replicated at other facilities with similar opportunities.

Also in 2022, we launched a pilot program at four of our Commercial Tire & Service Centers to reduce ergonomic-related injuries. We are testing a wearable safety device that provides real-time feedback to inform our associates when they are performing manual material handling tasks that could place them at risk of an injury. This information allows them to self-adjust their actions. In addition, the data collected provides a daily safe work score for the associates and provides managers with daily reports on safe scores and tasks having the most risk, helping identify common solutions to lower risk and engineering controls.



Goodyear's Senior Vice President, Global Operations and Chief Technology Officer oversees the teams that implement our robust approach to operational environmental impacts. This includes our network of global, regional and facility experts in EHS, Sustainability, Engineering and Procurement. Our [EHS Policy](#) is the guiding principle for all levels of management, associates and contractors to continuously improve the safety and health of our workplaces and protect the environment.

We carefully monitor our energy, greenhouse gas (GHG) emissions and water use, set company-wide and facility-specific goals to reduce our operational impacts and continue to comply with all applicable laws and regulations. In 2022, Goodyear continued the integration of energy management principles through the cross-functional efforts of our Manufacturing, Engineering, Procurement and Sustainability teams. Energy management is integrated into the P.O. operating system, which embraces a zero-loss mindset and is active in 30 of our plants. This includes aligning energy management with several of the key pillars of P.O., such as focused improvement, daily equipment care, reliability excellence and early equipment management.

Waste and Solvent Performance

Goodyear established a Zero Waste to Landfill expectation at our tire and chemical manufacturing plants in 2006. Since then, we have continuously improved our waste management practices by maintaining corporate standards, processes and systems to help ensure the appropriate disposition of our wastes and other materials.

To properly manage and confirm the continued success of our Zero Waste to Landfill program, we have monitoring measures in place, such as waste reports differentiated by waste types and dispositions and a detailed waste vendor approval process.

We require our waste vendors to comply with our Zero Waste to Landfill program, and we monitor and audit performance to ensure compliance. If we discover any deviation from the program, immediate actions are taken, which can include corrective action plans or the termination of vendor contracts.

We continue to strive to reduce solvent usage and, consequently, solvent emissions at our manufacturing and chemical facilities. Since 2010, we have reduced global solvent use by 43%.

Releases to the Environment

We are committed to reducing the environmental impacts of our manufacturing operations. Our goal is to achieve zero environmental compliance violations, and that includes our reportable releases and notices of violation. In 2022, Goodyear reduced the total number of environmental violations from 25 in 2021 to eight, indicating that our focus on continuous improvement strategies is having a positive impact. Details on our performance in this area are outlined in the report's [Data Table](#).

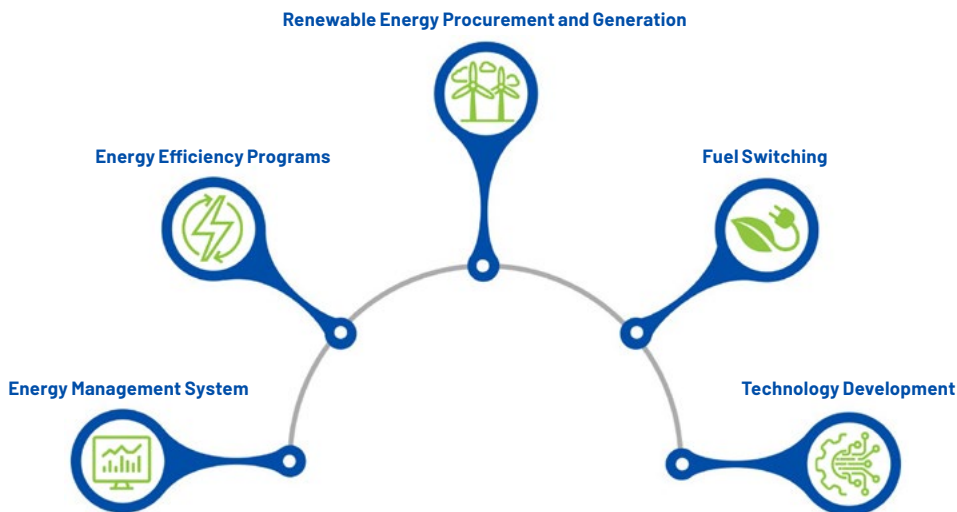


Energy Optimization Program

In late 2021, Goodyear announced our climate ambition to reach net-zero Scope 1 and 2, as well as certain Scope 3 greenhouse gas (GHG) emissions by 2050 and to reduce our Scope 1 and Scope 2 emissions by 46% by 2030. While these goals are for all our operations, reducing our GHG emissions in our manufacturing footprint will play an important role in achieving this goal.

As a result of our climate ambition announcement, Goodyear has changed how we will report on our energy optimization. Aligned with our climate ambition, we will use a 2019 baseline for our reporting going forward.

During 2022, Goodyear's Global Energy team updated our energy optimization program to align with these goals and incorporate key action items into our strategy. Starting in 2022, our energy optimization program is now focused on five key areas including energy efficiency, renewable energy and technology development. Each of these areas has strategic action items associated with them to reduce emissions, improve energy efficiency and increase the use of renewable energy. In 2022, we also completed the integration of all Cooper tire facilities into the energy management program to ensure an aligned approach to energy management across 52 manufacturing facilities.



Energy Management Systems

Our Energy Management System provides the foundation needed to mature the energy programs at each facility and begins with integrating energy into Goodyear's P.O. program. This integration work is led by global, regional and plant engineering teams.

At all levels of the organization building the capability of our Energy team is necessary to executing our energy optimization strategy. At the global level, strategy is defined, tools and resources are developed, and project support is provided. This work is led by Goodyear's Global Energy Manager and executed by each Regional Energy Manager.

At the facility level, Goodyear has Energy Coordinators at 52 manufacturing facilities. Energy Coordinators are responsible for identifying energy efficiency opportunities and implementing the energy optimization strategy at their individual facilities. Many of our Energy Coordinators are certified energy professionals, which Goodyear strives to have at our major manufacturing facilities. Internationally recognized certifications allow our plant Energy Coordinators to effectively develop projects related to energy efficiency and meet our corporate efficiency goals.

Tracking our performance through regular reporting and metering is critical to continuous improvement. Goodyear continues to increase the level of metering at all our facilities for real-time energy management. The development of energy dashboards increases visibility to KPIs across the organization and supports better management of key action items.

In 2023, we will continue to focus our efforts on expanding the metering at the plants to enable more robust, real-time monitoring of energy performance in a centralized energy management system in accordance with our digital manufacturing strategy. The launch of our Global Energy Dashboard in 2022 is the first step in this process, and we will continue to expand this system as we mature our energy monitoring implementation globally. This system expansion work will be completed in early 2023.

Goodyear reviews and updates our energy strategy annually.

Energy Efficiency Programs

Goodyear's energy efficiency programs enable our plants to better identify and implement energy projects across our manufacturing facilities. Through the integration of energy into P.O., we work to reduce energy use through zero-loss thinking and equipment efficiency. The energy loss assessment, within our overall manufacturing zero-loss assessment, reviews different categories of energy losses that can occur in all areas of the manufacturing facility, such as steam use, utility costs, heating and cooling, and electric use efficiency. Upon completion of the annual energy loss assessment, each plant identifies its greatest opportunity areas and sets its own goals in BTUs per pound of production.

These goals are incorporated into Goodyear's global energy reduction goal. We have identified more than 530 energy efficiency projects in our most recent five-year plan that leverage a zero-loss culture to prioritize opportunities, target cost reductions and increase efficiency.

In 2022, our savings from energy efficiency projects was approximately \$19 million, and we achieved a 2.3% energy efficiency improvement from our 2019 baseline.

To ensure consistent implementation of projects across all facilities, we utilize a best-practice sharing platform and developed an energy project catalog. The project catalog allows energy coordinators to easily identify potential projects in each area of the facility.

New in 2022, we developed a tactical energy scorecard at all manufacturing facilities. This scorecard helps to drive better day-to-day management of energy by tracking performance of key areas, including efficiency of boilers, compressors and chillers; air and steam leak repair programs; and LED lighting and controls implementation.

Throughout the year, each of our regions and facilities works to implement energy efficiency projects in all areas of our facilities. Many of these projects focus on improvements in our tactical energy program, such as improving our leak detection and repair programs. Many of our facilities have implemented the use of new equipment to better detect leaks throughout the facility, leading to greater rates of repair. For example, our Tupelo, Mississippi, facility implemented a facility-wide

leak program, reducing the number of compressors operating at the plant and improving condensate return to the boilers. Other projects include larger improvements such as replacing major equipment like boilers, compressors and chillers. These upgrades not only increase the reliability of our equipment, but also improve overall energy efficiency.

To reduce our consumption of natural gas, our Adapazari facility in Turkey installed a solar wall to provide heat to the facility. This project has resulted in an energy savings of more than 600 MWh per year and reduced CO₂ emissions by over 20 metric tons.

We are looking at opportunities to use this solution at other facilities in our footprint. In addition, our Pulandian, China, facility was able to reduce steam consumption in their curing area by improving the curing trench manifold system, resulting in improved steam use efficiency and condensate return.



Renewable Energy

In 2021, to help reduce our carbon footprint, Goodyear announced a Bold Goal to move our manufacturing operations and processes to all renewable energy by 2040, with a mid-term goal of 100% renewable electricity in our manufacturing operations by 2030.

At the end of 2022, we are using 34% renewable electricity through procurement and on-site generation. This is up from 3% in 2019.

To continue the progress we have made, we are engaging a cross-functional team within our Manufacturing, Global Engineering, Procurement and Sustainability functions to develop a global renewable energy strategy that will help us achieve our climate goals. We will continue to build upon this strategy in 2023 and report on its progress in future reports.

Additionally, after developing our renewable electricity roadmap in 2021, we have begun executing the plan to build upon the progress we have made in this space. Our long-term plan is to utilize corporate power purchase agreements (PPAs) for long-term electricity procurement. This will ensure that Goodyear is able to maintain our goals and add new power generation to the grid.

Eliminating Nearly 400k Metric Tons Of CO₂ Emissions

In 2021, Goodyear announced we would procure 100% renewable electricity for all our facilities across Europe, Middle East and Africa by the end of 2022. By purchasing nearly 800K MWh of renewable electricity, Goodyear can ensure that our manufacturing plants, including Cooper facilities, in France, Germany, Luxembourg, Poland, Slovenia, Serbia, South Africa, Turkey, the Netherlands and the UK now operate with renewable electricity. This shift has eliminated nearly 400K metric tons of CO₂ emissions annually from the company's carbon footprint.

Facilities Around the World Procuring and Generating Renewable Electricity

In addition to our EMEA region operating with 100% renewable electricity, we also have several other plants around the world procuring and generating renewable electricity. Our plants in Brazil, Chile, Colombia, Malaysia and Peru purchase 100% renewable electricity, and our Pulandian, China, and Lawton, Oklahoma, facilities are each procuring a portion of their renewable electricity, eliminating or reducing

CO₂ emissions from their electricity intake while reducing energy costs. In addition, there are solar installations at our plants in Aurangabad and Ballabgarh, India; Bogor, Indonesia; Kuala Lumpur, Malaysia; Bangkok, Thailand; Adapazari and Izmit, Turkey; and Fulda, Germany. Investments in solar in our Asia Pacific and EMEA regions have resulted in the generation capacity of approximately 9MW of electricity. In 2023, we expect to add additional onsite solar in at several more facilities around the world, bringing that capacity up to 40 MW.

Fuel Switching and Technology Development

We are beginning to investigate how we can significantly reduce the direct emissions from our operations by switching fuels to renewable options and developing new technologies for our processes. Much of the work in this space is still developing, including the industrialization of renewable fuel sources. We are also looking at opportunities to electrify our processes. This allows us to use renewable electricity sources as power in place of using steam.

Bringing all this work together in our energy optimization program has allowed Goodyear to make progress toward meeting our goals for reducing emissions, improving efficiency and increasing our use of renewable energy. So far, since 2019, we have reduced absolute GHG emissions by 15%, improved energy efficiency by 2.3% and increased our use of renewable electricity by 34%. Through the actions we have identified and already have started to implement, we believe we are on track to make the progress needed to achieve our goals.



Water Performance

Goodyear’s production of tires is not a water-intensive process, and we use water primarily for cooling and sanitary purposes. However, we do operate in areas where water stress can be high. Therefore, we strive to continuously reduce our water use. To understand the full breadth of our water footprint, we track water use and water withdrawal data at 52 of our facilities, and we use the [WRI Aqueduct Tool](#) to annually assess water stress, down to the basin level at every location. We have nine facilities in areas exposed to water risks, but those facilities are some of Goodyear’s most efficient in terms of water use. Additionally, even though our usage is not substantial in water-scarce locations, we include the WRI assessment results, where relevant, in new project scopes to understand potential project impacts on local water supplies.

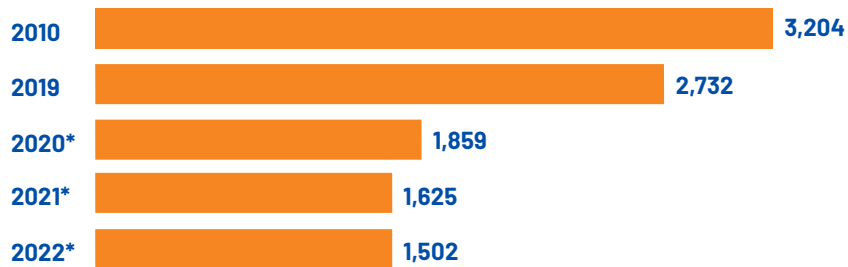
Goodyear’s goal for water use is to maintain our strong performance at our most efficient facilities while improving water efficiency at our highest-intensity and water-stressed locations. Our facilities in high-stressed locations and the largest water users in each region evaluate their reduction opportunities and implement best practices for continued water savings. Our newer plants—for example, in San Luis Potosí, Mexico, and Dudelange, Luxembourg—are designed to meet high standards in water efficiency.

Now that we have incorporated the Cooper facilities into our manufacturing footprint, Goodyear has set a goal to reduce water consumption by 30% by 2030 from a 2020 baseline. In 2022, we have continued to make progress in reducing water and have already achieved a 19% reduction since 2020.

We source water from public utilities, wells, lakes and streams, of which 31% (1.930 billion gallons) is from public utilities and 69% (4.271 billion gallons) is from well and surface waters. To reach our goal, we performed a study at our plants with the highest water use, assessing them for potential water reduction projects and rating priorities. We plan to continue to leverage closed-loop cooling systems, onsite treatment plants and evaporative cooling to capture process water and steam condensate to reuse and reduce the use of water. We will continue to report on our progress in future reports.



GLOBAL WATER USE



 **Global Water Usage (Gal/Ton)**
*Performance adjusted for capacity utilization

* Combined Goodyear and Cooper data for 2020-2022

Our customers and consumers demand high-quality tires that will help them get where they need to go safely. Quality is an integral part of our Strategy Roadmap, with a vision to be the tire supplier of choice across the world by providing industry-leading tire quality, performance and service.

We ensure consistent quality through our robust Quality Management System (QMS). Our QMS provides a framework for our quality standards, minimum requirements and best practices that govern and enable our global operations. Goodyear continuously improves our QMS through the execution of our global quality strategy, ensuring that we retain a quality leadership position in every region where we operate. Another way we ensure quality consistency across our facilities is through certified adherence to industry-accepted standards. While all of our facilities are ISO 9001-certified, our OEM-producing plants are certified to the higher IATF 16949 standard, which is specific to the automotive industry and required by certain customers.

Quality is touched by every major level of the company. Goodyear has a Product Performance Advisory Committee comprised of SVP & General Counsel; SVP, Global Operations and Chief Technology Officer; VP Global Quality; VP Global Manufacturing; Director Government Compliance and Product Performance; and the president of the applicable strategic business unit. The committee meets as needed to discuss product quality issues, including those that may require some field action. There are also quarterly reviews with members of senior management to review field performance data. In addition, there are global-, regional- and plant-level quality teams that manage quality procedures and audits and implement continuous improvement actions when necessary. Finally, our production associates receive annual training on product quality and safety. This organizational approach, coupled with robust early warning systems and containment procedures, helps Goodyear maintain an industry leading position in the area of product field performance.

Manufacturing facility audits, by both local plant associates and regional functional experts, are conducted through a structured and layered audit process approach. This approach fosters engagement and ownership of our quality standards down to the floor-level associate. Additionally, external OEM customer auditors and third-party auditors who review adherence to international quality standards, such as ISO 9000, IATF 16949 and AS 9100, complement our internal assessments.

Customer Satisfaction Performance

A critical aspect of Goodyear’s product and process quality is our goal of meeting and exceeding customer requirements. We monitor our progress toward this vision through our internally developed OEM customer index, which provides an end-to-end analysis of how we are doing at any given time with each of our OEM customers. This index utilizes a combination of leading and lagging quantitative and qualitative metrics to score overall OEM customer satisfaction, highlighting our priorities and areas for customer relationship improvement at a glance. We also measure customer satisfaction through warranty cost per net sales, which is the cost to fulfill warranties compared to net sales. This metric provides a barometer to measure Goodyear’s ability to deliver the full value of our tires from point of purchase.

Goodyear is among the industry leaders in warranty cost per net sales, and our goal is to maintain this status.

	2022	2021	2020
Warranty cost per net sales	0.14%	0.17%	0.22%

Product quality performance trends continued to evolve positively in 2022, now including warranty performance from the Cooper-branded products. We were focused on the safety of our associates and the quality of products as we managed through the continued impact of supply chain volatility. The company continues our firm commitment to the execution of key quality strategies toward the quality vision and supporting our business model.

The proper recovery and reuse of end-of-life tires (ELT) help to contribute to a circular economy, where they can be seen as a useful resource. Globally, an estimated one billion tires reach the end of their useful life every year. Goodyear plays an important role in managing ELT at our own locations and through promoting the reuse of ELT through new markets. However, proper ELT management requires a multi-stakeholder approach because tire replacement often occurs in locations outside of a tire manufacturer's control and ELT management involves many actors along the value chain. To do our part, Goodyear:

- Promotes the proper management of ELT in our company-owned retail locations;
- Conducts research and collaborates with external organizations on the development of ELT recovery methods and uses of ELT as raw materials; and
- Actively collaborates with industry peers through TIP and RTTAs to advance industry-wide ELT management systems.

Performance

Globally, a number of ELT recovery systems are already highly developed, such as in Europe, Japan and the U.S., with recovery rates of 92%, 92% and 81%, respectively. However, we will continue to work internally and collaborate with our industry peers in the search for improvement consistent with industry goals of reaching 100% recovery for all tires worldwide.

According to the [latest USTMA Scrap Tire report](#), 71% of scrap tires in the U.S. were recycled into products such as rubber modified asphalt, new manufactured automotive products and mulch for landscaping and other products, or used as tire-derived fuel. This is down from 96% in 2013 when scrap tire recycling peaked, although the USTMA report indicates that there is room to grow the market for recycling ELT.

Within Goodyear, a cross-functional team contributes to the successful management of ELT from our company-owned locations, reviews current trends in ELT management, develops internal activities for new technology related to the use and recovery of ELT as a raw material, and aligns on regional ELT activities where we operate and sell tires.

In 2021, we began collecting metrics on the recovery routes from our company-owned retail and commercial truck locations based on the TIP ELT Waste Hierarchy, and a common reporting methodology, to better understand the disposal of ELT we manage. Collecting this information from our waste management vendors for ELT will allow us to further advance the beneficial reuse of ELT, and we will share in future reports what we have learned from this information.

Goodyear is also working to develop ELT as a raw material, promoting a circular economy. Goodyear tires may contain recycled materials, such as recycled rubber compounds that may include devulcanized butyl rubber, which has been used by Goodyear for more than 20 years. It comes from used truck tubes and can replace some virgin polymer and carbon black in the liner compound. Other devulcanized rubbers and ground rubbers from ELT can be used in various tire compounds. Tire materials such as steel in bead wire or steel cord may contain recycled content (pre- or post-consumer) where the recycled material may vary. We are exploring additional opportunities to use recycled materials in our tires such as recycled styrene for use in making styrene butadiene rubber. We also continue to investigate traditional recycling processes that provide acceptable properties beyond our current applications and are looking to work with customers to support beneficial reuses of tires.

We continue our active involvement in TIP's work to promote ELT recovery routes, especially in developing nations, and its research regarding emerging uses for ELT. In addition to our work with TIP, we continue to be active in the USTMA's and ETRMA's ELT market development efforts.



In 2022, our Global Business Continuity teams focused on minimizing disruptions and impacts from major risks, including infectious disease and variant impacts; supply chain events; natural incident occurrences; and IT infrastructure reliance, while applying resilience strategies to all other events.

Goodyear’s Director, Global Business Continuity, leads a process focused on resilience that aligns with all Business Continuity (BC) teams across the organization. Teams include representatives from each business unit and global and tactical functions and focus on the shared goal of helping Goodyear to be the most resilient global tire manufacturer.

Governed by a senior leadership committee, these teams implement a risk-based, decision-making BC Process. They track both quantitative and qualitative indicators and build continuous improvement into all major activities. In 2022, the teams identified focus areas, including supply chain events, people (talent), potential operational impacts, infectious disease and potential political risks. Geopolitical risks involving war and political escalations early in the year set the trend for the need to implement planning to support associates, facilities and business operations. Additional engagements throughout the year included collective bargaining agreements and suppliers affected by a variety of unexpected events. The teams also participated in a global effort to define BC incidents, crises and events as part of ongoing education. In all, the global and regional BC teams demonstrated great agility, helping the company to respond to and recover from events that could have adversely affected Goodyear’s objectives, goals and measures.

Goodyear’s BC Process is aligned with the [Disaster Recovery Institute \(DRI\) International](#) for certification in BC. All manufacturing locations follow a calendar of activities tied to a key performance indicator reporting process. Included are annual updates to risk assessments, business impact analyses and development of BC plans. Teams then focused on and prioritized risks by highest probability and potential impacts, supported by their critical processes through effective planning.

We evaluate the maturity of our BC Process through an annual Maturity of Excellence process. This evaluation is based on defined actions to elevate performance aligned with the DRI International’s Professional Practices framework for maintaining organizational resilience. A three-year forward plan was developed

for continuous improvement in regional and global BC maturity. Strategic activities to support operational resilience included training, testing and plan validation. Annual objectives were tracked on a monthly basis to ensure alignment with our annual operating plan. Ongoing benchmarking is conducted with similar organizations and with those having well-developed resilience programs.

In 2022, there were more than 60 formal BC team engagements. While most were managed within a week, some continued for multiple weeks.



Goodyear’s BC path toward resilience includes strong alignment and a common focus on executing strategies aligned with these BC professional practices.

ADVANCED MOBILITY

Focus Areas

- Fuel efficiency, safety, longevity and comfort
- Fleets, autonomous, connected and electric vehicles



Advanced forms of mobility—such as fleets, autonomous, connected, electric and sustainable vehicles—are transforming the tire industry and have the potential to make driving safer and more sustainable. Goodyear is positioned for success through our commitments to advanced energy efficiency, safety, tire longevity, comfort and convenience, as well as several digital-based solutions. And we don't expect to do this alone. Our [Goodyear Ventures](#) fund partners with innovative startups to help drive the future of mobility.

Goodyear's innovative spirit and drive for excellence puts us at the epicenter of the mobility revolution. We are working closely with customers and other innovators to shape this transformation. We are excited for the future of mobility and have much to offer the transportation industry through our work in advancing tire performance and shaping the mobility revolution.

- **Advancing Tire Performance** - We continue to advance our technologies to help our customers reach their emissions reduction and safety goals and to be part of the solution to these global challenges. OEMs, airlines, fleets and others continue to face significant pressure to further reduce vehicle emissions and energy use and increase safety.
- **Shaping the Mobility Revolution** - We are driving toward a mobility future in which shared vehicle models and fleets are commonplace, and the vehicles themselves are smarter, safer and emit significantly fewer greenhouse gas (GHG) emissions. Tires are critical components to accomplishing these objectives.

Advancing Tire Performance

Goodyear continued to invest in our Innovation Centers in 2022. The installation of the dynamic simulator at our Luxembourg facility was successfully completed and is now fully operational. Having dynamic simulators at both of our Innovation Centers in Akron, Ohio, and Luxembourg, gives us full simulator capabilities around the world.

Located next to our proving grounds in Colmar-Berg, the DiM250 (driver-in-motion) dynamic simulator allows Goodyear to prepare and execute driving simulation runs and feed data back to the tire engineering teams, wherever they are located.

Simulated driving enables systematic collection of hundreds of data channels, previously available only by labor-intensive instrumented testing. These efforts will help lead to fewer physical testing iterations and provide a more sustainable testing future. As referenced in the [Bold Goals](#), by 2024, Goodyear is seeking to reduce our physical testing iterations to one per SKU, a dramatic reduction from current levels.



In addition to virtual simulation, Goodyear continues to make progress in emerging forms of mobility, including tires specific to electric vehicles (EVs).

In 2022, Goodyear extended our product lineup specifically for EVs in both the commercial and consumer markets. Goodyear showcased two new tires for the growing last-mile delivery sector: the new Endurance RSA ULT and Fuel Max RSA ULT.

With the fuel-efficient Fuel Max RSA and the “Electric Drive Ready” Endurance RSA ULT—Goodyear’s first tire equipped for the higher load capacity of electric commercial vehicles—Goodyear aims to meet growing demand trends within the last-mile delivery segment driven by e-commerce, as well as fleets’ cost-savings and sustainability goals.

To help stay ahead of growing consumer demand in the EV space, Goodyear also launched the all-new Goodyear ElectricDrive™ all-season tire and two new sizes for our ultra-high performance tire, the Goodyear ElectricDrive™ GT. With the addition of four new sizes to our EV tire lineup, Goodyear ElectricDrive is now a fit for 44% more battery electric vehicles operating in the U.S. today*.

* Based on data released by Experian Vehicle Registration Data; January 2022



Improving Energy Efficiency

Goodyear’s life cycle assessment (LCA) results point to the product-use phase as the greatest opportunity to reduce greenhouse gas (GHG) emissions, so we design for a more efficient tire from an overall energy-use standpoint. Energy use is affected by design factors such as tire rolling resistance, tire weight and aerodynamics. Goodyear can foster energy efficiency through our tires’ rolling resistance, weight and aerodynamic impacts. A tire with low rolling resistance and a vehicle with less weight consume less energy and emit fewer GHG emissions. To help reduce rolling resistance, tire construction must reduce unnecessary weight and minimize the energy losses in the tire while helping provide safe performance. Therefore, we test our rolling resistance and weight reduction advancements in tandem with a multitude of other parameters including wet, dry and winter traction, durability and treadwear to ensure optimized performance across all categories.

To illustrate our commitment to improving vehicle energy efficiency, through 2022 we had achieved a 32.9% reduction in rolling resistance from 2005 baseline values and are working toward another nearly 7% reduction by 2025. Similarly, we decreased tire weight by 9.4% versus the 2005 baseline, exceeding our objective of a 9% overall weight reduction by 2025.

Goodyear developed state-of-the-art technology in rubber compounding, tire construction and manufacturing to meet the increasing demand for lighter tires with low rolling resistance. Rubber compounding efforts include testing different methods to mix and cure the compound, as well as alternative materials and fillers that could enhance fuel efficiency. For the past decade, Goodyear has applied lightweight technology to many of our tires.

Tire longevity reduces the number of tires that reach their end of life in a given year. This is especially important to Goodyear’s fleet customers, who save significant time and labor by replacing fewer tires, as well as electric vehicle customers, who benefit from longer-lasting tires to handle increased torque and weight from electric engines.

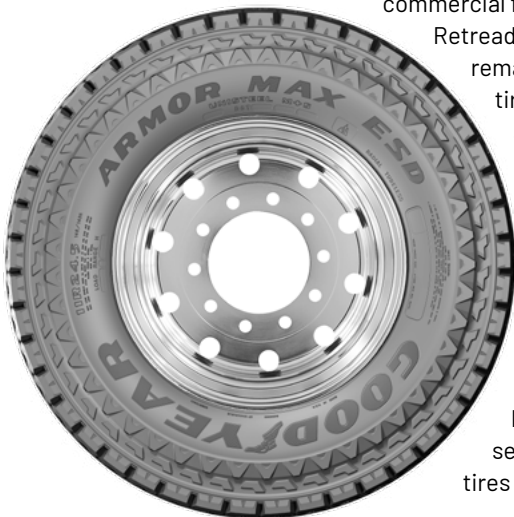
In 2022, we launched six new products, each with longevity as a benefit, across our North America consumer and commercial business.

In our commercial truck tire portfolio, we launched several tires with enhanced features to help deliver long miles for our customers. The Armor Max® Extreme Service Drive (ESD) tire is engineered to tackle tough jobs in extreme environments while delivering extended service life through durability and traction in severe applications. We also launched the Endurance™ WHA tire made with soybean oil in the tire tread, offering fleets a more sustainable tire designed to keep waste haul fleets on the road longer with a dual-layer tread compound that helps optimize treadwear and miles to removal. Finally, we launched the Fuel Max 1AD that features encapsulated shoulder waffle blades that help deliver durability in high-torque, single axle drive applications while stiffening the tread for long miles to removal.

When a new commercial tire’s tread wears below the recommended level, commercial fleets can opt to retread the tire.

Retreading is a process in which the remaining tread is removed from the tire casing and a like-new tread is applied in its place and then cured so the tire can be reused. This cost-effective option allows fleets to extend the life of their tires. Most Goodyear casings are built with the durability and toughness to withstand more than three retread applications.

In the consumer passenger tire segment, Goodyear introduced three tires that feature tire longevity as one



of the benefits. Representing Goodyear’s strongest performing highway tire to date, the Wrangler Steadfast HT is an all-season tire with strong wet performance, enhanced ride comfort and backed with a 70,000-mile treadwear limited warranty* featuring a long-lasting tread compound for longer tread life. Goodyear’s Wrangler Workhorse® HT is engineered to deliver dependable all-season traction, while providing a smooth, confident ride and a long-wearing tread compound designed to deliver dependable tread life and traction in wet, dry and light snow driving conditions. The Wrangler Workhorse® HT is backed with a 60,000-mile treadwear limited warranty*.

To stay ahead of growing demand in the electric vehicle (EV) market, Goodyear launched the all-new Goodyear ElectricDrive™ all-season tire and two new sizes for our ultra-high performance tire, the Goodyear ElectricDrive™ GT in 2022. The new Goodyear ElectricDrive™ comes with a 60,000-mile tread life limited warranty* to ensure consumers can benefit from longer-lasting tires to handle increased torque from electric engines.

* See warranty brochure for complete details



Goodyear is working to reduce the road noise from our tires through a combination of tread design and construction of the tire carcass. Because some vehicle constructions are more sensitive to tire noise produced by air vibration inside the tire cavity, we created SoundComfort Technology® to reduce tire air cavity resonance. Our technology applies an open-cell polyurethane foam element to the inner surface of the tire, reducing vehicle interior noise up to 4dB.5*. The foam is also light enough to avoid impacting tire weight or rolling resistance**.

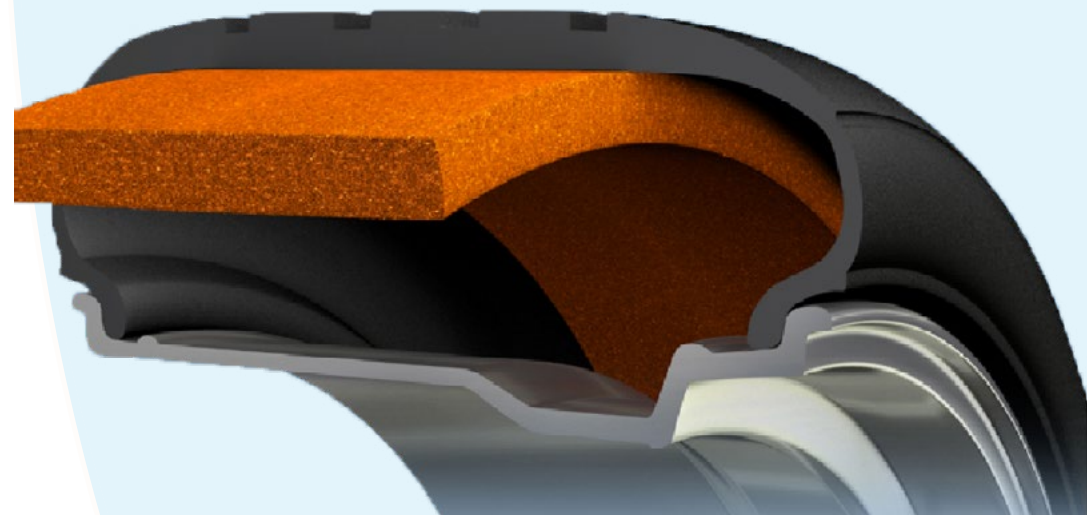
Our SoundComfort tires are designed with a built-in sound barrier. Like a cushion for your tires, this acoustical barrier reduces air vibrations and dampens the interior noise in your car while you are driving, making the vehicle cabin half as quiet compared to regular tires***.

In our passenger tires, we are continuing to include SoundComfort Technology across summer and winter tires.

In 2022, we launched the ElectricDrive™ and ElectricDrive™ GT tires designed to deliver longevity, enhanced all-season traction and a quiet ride featuring SoundComfort Technology.

Goodyear’s quietest tires with SoundComfort technology are available across summer and winter in selected sizes. The following are the Goodyear tires with SoundComfort Technology available in our EMEA region.

Summer	Winter
Eagle F1 Supersport	UltraGrip Performance +
Eagle F1 Asymmetric 3	UltraGrip Performance SUV
Eagle F1 Asymmetric 5	UltraGrip Performance
Eagle F1 Asymmetric 3 SUV	
EfficientGrip	
EfficientGrip SUV	
EfficientGrip Performance 2	
EfficientGrip Asymmetric 3 SUV	



* Actual results could vary based on a variety of factors, including road conditions, vehicle type, driving habits, tire inflation, vehicle loads, and temperature.

** Test vehicle: Audi A7 3.0 FSI on straight line with measurement parameters of 50, 70, 90, 100, 110, 120, 130 kph, comparison of the airborne sound level in the interior when compared with standard tires.

*** Depending on the type of vehicle, its speed and road surface. Based on internal vehicle road measurements, tested February 2018, January 2018, November 2017 and October 2011 by Goodyear engineers in Luxembourg. Tire size: 225/55R17 on VW Passat Alltrack and Ford Kuga and 255/45R18 on Audi A7.

We are driving toward a mobility future in which shared vehicle models and fleets are commonplace and vehicles themselves are smarter, safer and more sustainable. Tires play a critical component in achieving these objectives.

The Goodyear team also consistently monitors our customers' needs and explores technological advances to help meet them.

Driven by this customer insight, we are delivering on five key areas:

1. Digitizing the connection with the road
2. Offering vehicle readiness
3. Developing new tire architectures, such as maintenance-free tires
4. Simplifying the consumer buying and tire maintenance process
5. Driving the future of mobility by partnering and investing in seed-to-growth stage startups

Digitizing the Connection with the Road

Tires are the only element of a vehicle that touches the ground. This contact point has the potential to provide important data to the vehicle. Connected tires can read the road and report back to the vehicle with the goal of driving enhanced levels of safety and performance. These innovations are shaping the evolution in mobility. In fact, [Goodyear has set a goal that, by 2027](#), we will reinvent tires and service, delivering data- and sensor-enabled intelligence in all of our new products.

Goodyear's ability to service commercial fleets is well established, and we have already begun to offer digital connectedness in the form of advanced telematics and predictive analytics technology. With our proprietary algorithm technology, we help fleets predict when their tires need service or replacement, improving overall tire management and maximizing uptime across the fleet.

For several years, Goodyear has provided tire management solutions for commercial trucking fleet managers, including [Goodyear Tire Management](#) and [Goodyear Proactive Solutions](#). Using on-vehicle sensors and active monitoring systems, fleet managers and drivers can evaluate tire conditions in real-time using Goodyear's unique, fleet-specific algorithms. These solutions help fleets identify critical issues, such as tire air leaks and high temperatures, while also providing predictive tire maintenance analytics to help reduce tire-related roadside breakdowns.



In 2021, Goodyear launched [Goodyear SightLine](#), the company's global tire intelligence platform. Goodyear SightLine is in development to identify and address potential tire-related issues and relay information that only tires can feel. It is designed to measure the tire wear state, load, inflation pressure and temperature and report on what is happening outside of the tire as well, including road conditions.

In an important step toward enhancing the connection to the road, Goodyear, in collaboration with autonomous trucking company Gatik, was able to demonstrate, in a proof of concept, that intelligent tires powered by Goodyear SightLine technology can accurately estimate tire-road friction potential and provide real-time information. With road-friction data, tires can help enable smoother, safer and more sustainable driving. This is critical information for autonomous vehicles in terms of path planning and providing recommendations for safe driving speed, vehicle acceleration limits and vehicle following distance.

Goodyear SightLine is currently available for light cargo van fleets and autonomous systems and soon we expect to deploy Goodyear SightLine technology on select original equipment vehicles, bringing immediate utility to the mobility market.

Goodyear continues to build capabilities and collaborate with other like-minded companies to drive efficiency among commercial fleets. Together, we are working to enhance the performance and operation of their vehicles.

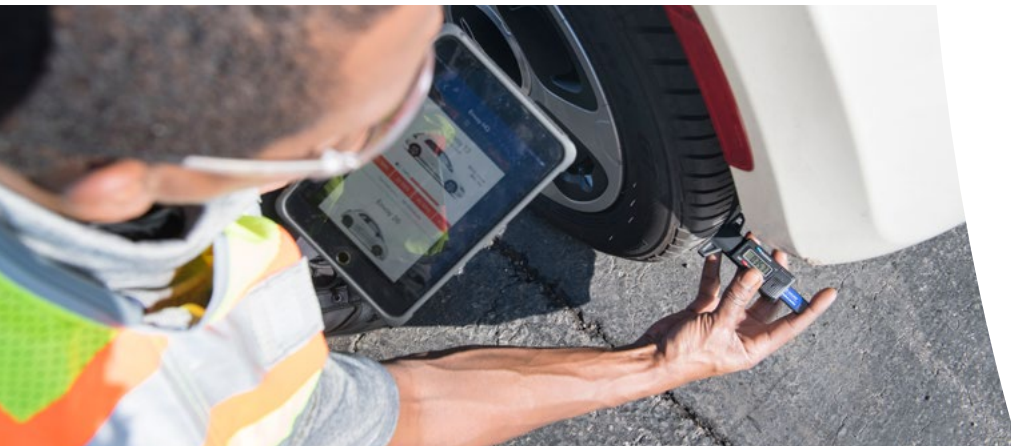
Offering Vehicle Readiness

In 2022, Goodyear continued our emphasis on advanced forms of mobility, with a strong focus on connected products and services. [AndGo by Goodyear](#), a vehicle service automation platform that provides full vehicle readiness for consumer and commercial fleets, expanded its capabilities with more than 30 new features and orchestrated over 50,000 services in 2022 alone. With key partners like Toyota and a recently added world leader in last-mile delivery, AndGo is well on its way to become a top player in the mobility space.

When we launched AndGo in 2020, it was clear that emerging mobility companies needed a better way to service their vehicles. These new companies are spearheading the future of mobility, but they're held back by vehicle servicing solutions that are time-intensive, non-digital and difficult to scale.

AndGo's platform connects vehicles to service providers, such as Goodyear's nationwide footprint, and facilitates services in a connected and seamless way. The platform orchestrates services between service providers and fleets, leading to ecosystem benefits such as wider service coverage, increased uptime, lower costs, access to new markets and higher revenues for service providers.

AndGo supports many kinds of fleets and vehicle types, including car-share and ride-share fleets, last-mile delivery, electric vehicles and more. The service is scalable and flexible, and supports almost any kind of service offered by providers and a variety of fleet sizes, including light- and medium-duty vehicles.



Simplifying Consumer Buying and Tire Maintenance

Our consumers are at the center of everything we do, which means getting new tires should be simple, straightforward and convenient. With [Roll By Goodyear](#), mobile installation means you can get tires whenever, wherever. Our [Goodyear.com](#) website also provides consumers with the experience to shop and buy tires at a time and location convenient to their schedule, including scheduling an in-store or Roll By Goodyear installation location.

In the commercial space, our customers value turn-key solutions that minimize downtime and streamline the order, install and repair processes. The commercial Total Mobility platform delivers the right products, a premier service network and complete, connected tire management to make running a fleet easier than ever.

In addition to the [Total Mobility](#) platform, Goodyear CheckPoint drive-over readers can help deliver a smoother ride for commercial fleets as they work hard to deliver for their customers. [Goodyear CheckPoint](#) is a drive-over-reader device that provides automated tire inspections for tread depth and tire pressure, providing data to help make maintenance decisions to keep fleets moving.



Developing New Tire Architectures

New tire architectures are going to play an important role as we continue to address advancing forms of mobility. Goodyear's development work in non-pneumatic tires (NPTs) is leading to products that are designed to eliminate flats and air pressure checks, contributing to worry-free performance.

The unique engineering of Goodyear's airless tire solution allows for no loss of tire pressure, because of this, NPTs have the potential to improve longevity, lower maintenance costs and help enable a more sustainable future.

We continue to make significant progress in this emerging technology, including recent NPT in-field testing on consumer electric and commercial autonomous vehicles. The testing results provide us the data we need to continue to improve this innovation and get us closer to providing customers with leading technology in maintenance-free mobility solutions.



Driving the Future of Mobility

[Goodyear Ventures](#), our venture capital fund, is focused on fueling the future of mobility by supporting and investing in seed-to-growth-stage startups in emerging mobility technology. Leveraging Goodyear's global resources and technical expertise, Goodyear Ventures is collaborating with mobility ecosystem partners that are driving the future of mobility.

This past year, Goodyear Ventures expanded its investment portfolio of innovative startups that share a vision of convenient, accessible, sustainable, efficient and safe new mobility experiences. This included Helm.ai, a technology firm with the potential to advance the development and deployment of new advanced driver assistance systems (ADAS) and autonomous features and Revel, a transportation company that is focused on accelerating EV adoption by providing infrastructure and services.

The Goodyear Ventures portfolio of 13 innovative companies, includes ampUp, Autofleet, Envoy, Formant, Gatik, Ottometric, Nova Labs, Recurrent, Spiffy, Starship Technologies and Tactile Mobility.



INSPIRING CULTURE

Focus Areas

- Robust talent development
- Diverse and inclusive culture
- Healthy and well workforce
- Global community engagement
- Demonstrate ethical values



One of the core tenets of our Strategy Roadmap is engaging and enabling our associates to realize their full potential. It starts with attracting diverse top talent and is followed by fostering an inclusive environment; offering opportunities for skill and career development; promoting health and wellness; having a positive impact in our communities; and building trust and earning confidence by acting with integrity. We continue to make progress in these areas.

Topic	Importance
Talent Experience	Our associates drive results by delivering value to our customers, shareholders and communities. We provide integrated talent management and learning solutions that inspire our associates to reach their full personal and professional potential at Goodyear.
Diversity and Inclusion	A diverse workforce is critical to Goodyear’s future. We foster an inclusive culture where all associates feel like they are being heard, where our leaders and teams reflect the diversity of the changing workforce and our customers, and where we value the power of differences to further innovation and long-term business success.
Health and Wellness	Goodyear’s highest priority is the health and well-being of our associates and their families. Our wellness offerings through GoodLife aim to improve quality of life and productivity.
Community Engagement	Collaborating with community organizations energizes our team and helps us all build a better future. Our global strategy and efforts are an extension of our business—aimed at ensuring safe mobility, inspiring students to reach their full potential and reducing environmental impacts.
Compliance and Ethics	To “Act with Integrity” is a core component of Goodyear’s Strategy Roadmap. Each associate is responsible for acting with honesty, integrity and respect—every day and everywhere we do business.

Offering a Rich and Rewarding Place to Work

Goodyear strives to enhance all aspects of the talent lifecycle and enable associates to achieve their full potential through a rich and rewarding talent experience. We do this by:

- Identifying and attracting the best talent in our industry
- Supporting associate growth and career development
- Building and preparing Goodyear’s bench of future leaders
- Engaging and inspiring our associates to deliver “above and beyond” for our business and customers

Advancing Our Talent Acquisition Practices

Winning in the marketplace starts with attracting the right talent who embody our values—acting with integrity, bringing out the best in one another, collaborating closely as One Team and embracing change so that we can seize opportunity and deliver results. Goodyear builds and executes unique strategies for attracting interns and salaried and hourly associates. We use key performance indicators to evaluate the effectiveness of our talent attraction strategies and work cross-functionally with business leaders to align on these initiatives.

In 2022, we launched a global employer value proposition (EVP) as the foundation of our talent brand. Our EVP communicates what it is like to work for Goodyear and why talent should choose us.

Built from associate feedback, the EVP consists of four pillars: We invest in you; Your work moves people; You can build a better future; and Your perspective matters.

Messages and stories in support of these pillars are embedded across a candidate’s journey and associate experience touchpoints, helping to attract and retain talent.

Winning in the marketplace starts with attracting the best talent who embody our values—including acting with integrity, inspiring each other, collaborating, embracing change, and delivering results—and our talent attraction strategies reflect these values. Consistent with Goodyear’s desire to be a more diverse and inclusive culture, we are using hiring practices that aim to increase the diversity of ideas, experiences and backgrounds represented within the qualified candidate pool, and this focused effort starts at the top.

Hiring practices also include posting Goodyear’s job opportunities to diversity-focused career sites and partnering with professional associations, universities and diversity-focused career events and employment programs. The events and organizations we engaged with in 2022 included: Black Engineer of the Year Award Virtual Conference; Purdue University and the University of Akron student groups including the Society of Women Engineers, National Society of Black Engineers, the Society of Asian Scientists and Engineers, and the Society of Hispanic Professional Engineers; the All-Akron Student Engineering Program; and Australia’s WISE Women employment program.

Identifying internal talent for open positions is also critical to our talent management strategy. Associates are encouraged to check for open roles of interest through Goodyear’s career site and to regularly update their professional profiles in our talent management system for career advancement opportunities. We take pride in building and promoting our internal talent by using robust development and succession planning processes. This year, 1,300 open manager positions were filled by an internal Goodyear associate.

Applying a Purposeful Approach to Performance

Our Performance and Development Process (PDP) provides associates with the clarity and support needed to achieve high performance and career growth. Goodyear’s approach requires associates and managers to tie business objectives to our Strategy Roadmap, which defines how we work and how we win. Our method leverages ongoing conversations that are focused on the “what” (business objectives) and the “how” (core competencies). The PDP concludes with a year-end performance evaluation and conversation that factor into the ways we reward associates to reinforce strong performance.

Goodyear leaders have reinforced the importance of the PDP as we maintain strong levels of participation in 2022. More than 95% of all eligible associates had documented performance objectives.

Goodyear’s global processes and best-practice resources further build capabilities and drive performance accountability to achieve developmental success. Associates are encouraged to take performance and development feedback to create an Individual Development Plan (IDP) focused on acquiring the skills, abilities and experience required to achieve short- and long-term career aspirations. Nearly 8,000 IDPs were entered in Goodyear’s Global Talent Management System by our associates in 2022. Through the Goodyear talent planning process, managers discuss talent strengths and opportunities to proactively build our leadership pipeline. These activities include annual in-depth reviews of business and function senior leadership team succession plans with the CEO.

Evolving Opportunities for Learning and Development

Building the skills associates need to meet business and professional goals is an essential part of learning and development at Goodyear. In 2022, our salaried associates completed an average of 15.5 hours of training, a 13% increase over 2021. Associates have access to a variety of global development resources and processes to advance their careers at Goodyear, including:

- Talent Central, a central repository of tools, books and articles for learning, as well as policies and processes, to help associates manage their career and their teams.
- The Goodyear Learning Center (GLC), which houses a collection of 17,000+ courses available to all associates, allowing them to identify learning opportunities that support individual development goals.
- Goodyear Connections, our mentoring system that connects associates with mentors for specific developmental needs.



Broadly, the GLC offers courses developed internally by the Talent Management team and courses created by leading providers, from Skillsoft to Harvard Business Publishing. These offerings are enhanced on a continual basis to drive the development of leadership capabilities, business skills and technical capabilities that ensure the organization's ability to seize the opportunities outlined in the Strategy Roadmap.

Over the past several years, we have increased investments in technologies that improve the effectiveness of virtual learning capabilities and the associate development experience. With this improvement, we continue to reach more associates with meaningful learning that aligns with talent and business needs.

We also prioritize development for our manufacturing associates. Our P.O. (Process Optimization) initiative engages and empowers these associates by focusing on standardized work and improvement processes to emphasize consistency across plants and regions, promoting One Goodyear Way. Goodyear accomplishes this through ongoing learning experiences and workshops on technical and soft skills.

Investing in Leader Capabilities

Goodyear invests broadly in development aimed at building capabilities vital to leaders. Across business units and functions, initiatives are in place that further leadership skills such as communication, connectivity and appreciation. In 2022, we expanded our Inclusive Leader Program to support the diverse culture that will help Goodyear drive business results.

Additionally, our General Manager Program, Global Manufacturing Leadership Program and our Plant Manufacturing Director Program, provide training and mentoring for the next generation of leaders who will assume key roles in our business. These programs capture and transfer knowledge from incumbent leaders to aspiring leaders and promote best practice sharing across our business.

Planning for Our Future

Goodyear leverages an annual global talent planning process to prepare the next generation of leaders. This helps our business identify future experience and capabilities needed to win, evaluate talent strengths and development needs against these experiences and capabilities, identify successors and coordinate robust development plans focused on helping our leaders reach their full potential.

Complementing these global talent reviews, our Chief Executive Officer and Chief Human Resources Officer annually meet one-on-one with the top leaders in each region and function to align on succession plans and development actions needed to grow the business of today and enable the leaders of tomorrow. We continue to establish more rigor and consistency in determining successor readiness using a common language of critical experiences and capabilities and have begun using succession metrics to measure success.

In concert with our forward-looking talent strategies is a focus on developing leaders with diverse backgrounds and experiences. As such, our planning process includes a review of our "Diverse Talent Spotlight," a discussion focused on the career aspirations and development needs of high-impact, diverse talent and actions that are being taken to support them in their career goals. Through this process, we advance our progress in building a pipeline of qualified, diverse leaders prepared to position Goodyear as an industry leader for today and for the future.

Gathering Critical Associate Insights

One of the most important indicators of our success as a company is how our associates feel about working for Goodyear. Our global engagement survey captures associate feedback about their experience and what Goodyear can do to enhance it. Survey insights remain essential to understanding and responding to associate needs in our complex and always-changing global environment.

Established in 2018, our Global Associate Engagement Survey measures a variety of topics connected to our Strategy Roadmap. Feedback from the survey is used to celebrate strengths and identify opportunities to take meaningful actions that drive engagement and increase the likelihood our associates recommend Goodyear as an employer of choice (Net Promoter Score).

In 2022, 80% of global salaried associates participated in Goodyear's engagement survey, and we saw global year-over-year increases to overall company engagement.



The Goodyear Senior Leadership Team also sets engagement-related goals as part of our PDP to keep the organization focused on the importance of maintaining an engaged workforce in an evolving industry and talent market. We are proud to have sustained the significant increases in global engagement achieved during the onset of the pandemic and are pleased to have continued to expand our engagement survey to include our global hourly associates (i.e., retail stores and manufacturing plants). This year, 85% of the hourly population was invited to share their perspectives.

In addition to listening to our associates through our engagement surveys, we offer an exit survey to global salaried associates who elect to leave Goodyear. Our exit survey helps us better understand our opportunities to attract and retain talent and provides additional insights to consider as we seek to improve our career development, engagement and retention programs. These combined listening activities offer a powerful set of datapoints across the talent lifecycle that help us prioritize where we can be most impactful at enhancing the associate experience.

Preparing for the Road Ahead

This is an exciting and pivotal time in Goodyear’s 125-year history. The world of mobility continues to transform itself; technology has accelerated the pace of change; and sustainability has become a critical determinant of business success and corporate citizenship.

Given this momentum, we updated our [Strategy Roadmap](#) in 2022 to reflect the current state of our business, of mobility and of society. It outlines how we win, how we work and where we focus in a rapidly changing global tire industry.

To bring our Strategy Roadmap to life, we introduced a variety of internal communications designed to help associates understand our global purpose of enabling mobility through the lens of Goodyear leaders.

This approach empowered our teams to deepen their knowledge of the business, listen to diverse perspectives, discover new ways to deliver results and learn from leaders across the organization.

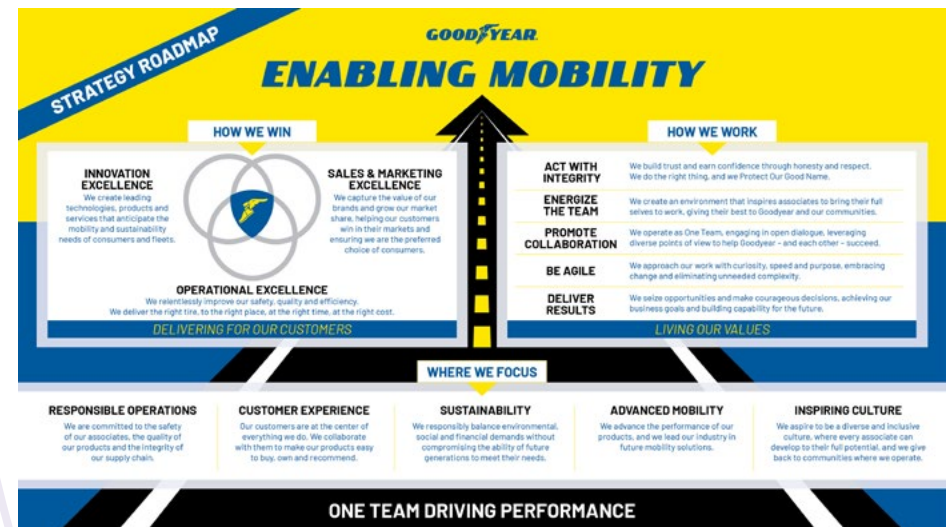
Goodyear’s Global Communications Leadership team hosted *Talking Strategy*, a video podcast, to gather informative experiences and insights from leaders about a highlighted element of the Strategy Roadmap.

Goodyear also hosted interactive discussions during the *Strategy in Action Live* series. These global meetings provided an opportunity for associates to learn more about our business, ask questions and engage directly with leaders on timely topics.

Strategy in Action, a series of feature articles, provided authentic perspectives about an element of the Strategy Roadmap through educational Q&As about the Strategy Roadmap in practice.

Together, these programs helped drive understanding of our updated Strategy Roadmap through meaningful stories from associates and leaders around the world.

To learn more about Goodyear’s Strategy Roadmap and our mission to enable mobility, visit our [corporate website](#).



Fostering a Diverse and Inclusive Culture

As part of our global mission to foster an inclusive culture where all associates feel like they are being heard, implementing diversity & inclusion (D&I) best practices in how we operate continues to be a business imperative.

This commitment is highlighted in our Strategy Roadmap, included in our [Business Conduct Manual](#) and [Global Zero Tolerance Booklet](#) and embedded across the organization through programs implemented in support of Goodyear’s D&I strategy.

Our core initiatives—Insights and Analytics, Employee Resource Groups (ERGs), Education & Awareness and D&I Executive Council—are centered around the talent lifecycle because we strive to hire and retain the best talent that reflects the workforce demographics.

To guide Goodyear in this space, senior leaders are accountable for our D&I priorities and report progress annually to our Board of Directors, while associates receive training and are empowered to embrace unfamiliar cultures, different experiences and unique viewpoints at work. This is essential to our ability to better serve our customers and consumers today and in the future.

Promoting Inclusion: Employee Resource Groups (ERGs)

Goodyear’s eight ERGs are critical to our D&I strategy to attract and retain a diverse workforce. With nearly 3,500 global members—a 6% increase in membership this year—and a One Team mindset, our ERGs continue to foster an inclusive work environment by offering education, cultural awareness, professional development and volunteer opportunities to associates around the world.



In addition to ERG-sponsored educational events, we trained 50 global ERG presidents and vice presidents to help them identify their leadership style and develop a strategic focus so they can help grow their ERGs.

In 2022, Goodyear ERGs coordinated more than 100 activities around the world that directly impacted our associates, businesses and communities—all accomplished through the volunteer efforts of our dedicated associates.

We honor our ERGs annually during Global Diversity Awareness Month in October with celebrations that included the 2022 Global ERG Annual Mosaic Awards. The awards spotlight the hardworking associates who make ERGs possible and allow Goodyear to recognize members and allies, share updates on our D&I strategy and come together as One Team to celebrate our achievements. This year, 32 global chapters submitted more than 65 nominations for six awards: Associate Impact Award, Business Impact Award, Community Impact Award, Ally of the Year Award, Executive Sponsor of the Year Award and Excellence in Leadership Award.



The Goodyear Women’s Network Celebrates a Centennial

In 2022, the Goodyear Women’s Network (GWN) in Akron proudly commemorated 100 years of women’s organizations at Goodyear.



Members and allies came together to honor this milestone and pay homage to the remarkable contributions women have made to Goodyear since 1922, when the company’s first women’s network was established.



Known then as The Wingfoot Girls, this group focused on cultivating the social, intellectual and physical development of its members. It eventually evolved into Women in Leadership (WIL) before becoming the Goodyear Women’s Network.

Over the years, GWN has expanded to include 21 chapters throughout the Americas, Asia Pacific and EMEA. Members continue to empower each other, advance career opportunities and champion women in the workplace and in our communities around the world.

Their success in implementing programs to support their mission, including the Driven Women Wednesday series, is one of the reasons why eight GWN board members received the 2022 Associate Impact Award during the annual D&I Mosaic Awards.

Just as Goodyear fosters an Inspiring Culture where associates can develop to their full potential, GWN will continue to play an impactful role in attracting, developing and empowering women for the next 125 years.

Nurturing Change Through Education and Awareness

Building upon the momentum of our successful training workshops in 2021, Goodyear deployed multiple education and awareness initiatives designed to move participants from awareness to action.

In 2022, our Education & Awareness program consisted of four initiatives empowering associates to listen, learn and act:

- 1. Inclusive Leadership Foundations:** This workshop delivers unconscious bias training to Goodyear people leaders and helps them identify and address biases that may occur during recruiting, onboarding, development and succession planning.
- 2. Coaching Sessions – Action Planning for Inclusion:** Leaders who completed Inclusive Leadership Foundations were invited to join 90-minute coaching sessions where they created actionable D&I plans and reflected upon how they can be a more inclusive leader.
- 3. Global Microlearning Program:** This optional resource for global associates is available online and provides a series of two- to five-minute-long videos with supporting exercises. This resource allows our teams to take lessons at a pace that works best for them and provides them with suggestions they can immediately put into action.
- 4. D&I Champions Pilot Initiative:** Goodyear launched the first-ever D&I Champions program in May 2022. This global initiative includes individuals who represent their region to drive our D&I strategy deeper into the organization.

Extending the Reach of Our Diversity and Inclusion Strategy

The D&I Champions program was first introduced this year in the Americas with a pilot group of 19 associates to support a more inclusive culture that benefits our customers and consumers.

D&I Champions are leaders in the business who have been recognized by the D&I Executive Council member(s) representing their region. Nominated to take part in the program, these associates completed educational sessions and informal meetings with the Global Office of D&I to help them understand our strategy and lean in to foster a more inclusive workplace.

The Asia Pacific region also collaborated with the Global Office of D&I in November to launch this program with participation from 16 high-level leaders across the region, extending the program's global reach.



Goodyear’s focus on the health of our associates is brought to life through our global wellness program GoodLife, which embodies a holistic approach to health and well-being for associates, families and partners.

Our four pillars of emotional, financial, physical and social health guide our annual programs. GoodLife measures the success of these initiatives through associate engagement and participation.

Encouraging and Supporting Healthy Habits

We encourage a healthy workforce through voluntary initiatives, a Healthy Choice Incentive, wellness physicals, year-round vaccination clinics and educational programs that support our core pillars.

Our GoodLife Health Center (GLHC) provider Everside Health administered COVID-19 booster clinics and flu shot programs throughout 2022 in all Goodyear locations that offer onsite wellness services.

In addition to these health offerings, associates have regular access to wellness programs at the GLHC, personal health services and more. We provide an onsite Fitness Center at HQ, as well as in other locations, to ensure associates can maintain a healthy body and mind.

GoodLife also sponsored onsite trainings and activities that received positive feedback from associates and leaders, while driving awareness of Goodyear’s commitment to well-being:

- **Cardiopulmonary Resuscitation (CPR) Training:** In partnership with Goodyear Security Services, GoodLife sponsored an eight-month CPR certification program, training and certifying more than 120 Akron-based associates.
- **World Heart Day:** Supporting the global effort to improve cardiovascular education, GoodLife observed World Heart Day on Sept. 27 by offering heart-healthy food and recipes. The positive response resulted in a GoodLife follow-up program where the wellness team provided an expanded selection of healthy snacks, recipes and more.

In 2022, GoodLife partnered closely with our Community Engagement team to drive participation in the annual Akron Half Marathon & 10K and provided first aid kit items for associates to use during the Global Week of Volunteering.

Our global workforce also has access to Goodyear’s Employee Assistance Program (EAP), which provides Goodyear associates with an array of services, including a focus on strengthening relationships, enhancing communication skills and coping with depression, anxiety, stress, grief and loss, 24 hours a day, 7 days a week. We actively promote the services available to associates through the EAP, as we recognize the value it delivers by keeping associates and families safe and healthy.



Maintaining Safe and Healthy Worksites

Safe and healthy worksites are essential to our business, so we regularly assess the measures we have in place to protect our associates.

As part of this commitment, Goodyear has expanded our wellness services to manufacturing sites over the past years. Eight manufacturing locations have fully operating GoodLife Health Centers with first-responder teams and fire brigades. We also provide clinical services at two additional worksites.

These services help the continued operations of our workforce and deliver wellness opportunities that our associates can leverage to improve their personal health.

Delivering Robust Benefits

To meet the needs of our diverse workforce, retirees and their dependents, we offer a robust benefits package with options for full-time and part-time associates, as outlined below and on the next page, for our significant locations of operation (countries with more than 1,000 Goodyear associates). Costs for most benefit plans are shared by both the company and the associate.

		Americas				Europe, Middle East, Africa					Asia Pacific		
BENEFITS		United States	Brazil	Chile	Mexico - SLP	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Healthcare	Medical Plan	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes
	Dental Plan	Yes	Yes	Yes	No	No	No	Yes	Yes	No	No	No	No
	Vision Plan	Yes	No	Yes	No	No	No	Yes	Yes	No	No	No	No
Insurance	Life Insurance	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes
	Accidental Death & Dismemberment Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
	Short-Term Disability Insurance	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Long-Term Disability Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
	Business Travel Accident Insurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Voluntary Products (Insurance product offered at discount price, no GY contribution)	Yes	No	No	Yes	No	Yes	Yes	No	No	No	Yes	No
Financial	Pension Plan (on top of legal)	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	No
	Healthcare Flex Spending (U.S. only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Healthcare Savings Account (U.S. only)	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

		Americas				Europe, Middle East, Africa					Asia Pacific		
BENEFITS		United States	Brazil	Chile	Mexico – SLP	Germany	Luxembourg	Poland	South Africa	Turkey	Australia	China	India
Lifestyle	Paid Time Off (Vacation, Sick and Holidays)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Leaves of Absence (Family, Medical, Personal)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Education Reimbursement	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Adoption Assistance	Yes	No	No	No	No	No	No	No	No	Yes	No	Yes
	Discount Tire	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Affiliation Discount (allowing associates to purchase services/ products from external vendors including automobiles)	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Relocation Assistance for transferring associates	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	EAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Other	GoodLife Health Centers (onsite medical clinics to specifically handle injuries/illnesses while at work, but can also help accommodate any primary care visits [cold, immunizations, etc.]	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	Yes
	Financial - Interest-Free Loans	No	No	No	No	No	Yes	Yes	No	Yes	No	No	No
	Lifestyle - Meals	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes****
	Lifestyle - Transportation (shuttle bus/allowance)	No	Yes	Yes	Yes	No	No	No	No	Yes	No	Yes	Yes*****
	Healthcare - Medical Check-up	No	Yes	Yes	Yes*	Yes**	No	No	Yes***	Yes***	No	Yes	Yes
Stock Ownership	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*	

* Stock Ownership: Eligibility for Long-Term Equity awards based on job level

** Healthcare - Medical Check-up: Legacy cases only based on job level

*** Healthcare - Medical Check-up: Eligibility based on job level

**** Onsite meals subsidized in plants

***** Shuttle transportation subsidized in plants



Goodyear associates around the world once again proved that our commitment to our communities extends to everywhere we live and work. Throughout 2022, associates across our regions completed projects ranging from collection drives to preservation of national heritage sites. Guided by our *Better Future* mission, we focus our efforts by aligning programs to our engagement pillars—Safe, Smart and Sustainable. This year, Goodyear associates worldwide found opportunities to support their own communities in these key areas through impactful projects.

Goodyear associates worldwide engaged in volunteer projects and collection drives throughout 2022. This year, our associates logged more than 16,000 volunteer hours with more than 5,000 of those hours logged by members of Goodyear ERGs.

The Global Community Engagement team brings Goodyear’s community engagement strategy to life, providing tools and guidance to help associates execute volunteer and engagement programs globally. By sharing best practices, tools and resources with our locations around the world, Goodyear associates seek out valuable ways to positively impact their communities.

Associates at Goodyear’s Corporate HQ gain both community engagement and professional development experience through Goodyear Corporate Councils. Each Council acts as the liaison between Goodyear and a particular community organization to coordinate volunteer opportunities and assess needs, all while helping participants develop leadership qualities. Goodyear’s Corporate Councils include Junior Achievement of North Central Ohio; Akron Children’s Hospital; National Inventors Hall of Fame® Science, Technology, Engineering and Mathematics Schools; and the Akron-Canton Regional Foodbank.

The Global Week of Volunteering supported long-standing community partners through a variety of projects, alongside widespread involvement from associates in all regions. We continued to make the most of lessons learned throughout the pandemic. While associates were able to return to in-person volunteer events, we used collection drives and at-home opportunities to maximize associate involvement, including at plant and retail locations.

Safe: Promoting Safe Mobility

Red Cross Fire Safety – As part of the Global Week of Volunteering, associates in Akron partnered with the American Red Cross to assist with a local fire safety program. These volunteers installed 42 smoke alarms between 17 homes in the area, providing essential fire safety and early warning for the families living there.



Safe Mobility Project – Established in 2016, Goodyear continues the Safe Mobility Project with Akron Children’s Hospital with a goal of reducing childhood injuries in the area. The team completed 144 total events in 2022, including child passenger safety seat distributions, bicycle helmet distributions, teen driving education events and more, many of which engaged Goodyear associate volunteers. These events extended their reach as the Safe Mobility Project expanded to three additional counties.

Community Health Program – Goodyear associates in Indonesia contributed to the Global Week of Volunteering by volunteering with a local community health program. Thirty Goodyear associates gave their time over the course of five days to provide health screenings to community members by taking blood pressures, recording weight and height measurements, and more. The community is healthier thanks to the efforts of these volunteers.

Smart: Inspiring Students to Reach Their Full Potential

Driving Opportunity – In 2021, the Goodyear Foundation launched the Driving Opportunity Scholars Program with The University of Akron, which supports full tuition and fees for 15 undergraduate students majoring in in-demand fields for Goodyear. Each student is assigned a Goodyear Corporate Mentor in their area of interest to help guide them through various challenges associated with college and beginning their careers. In 2022, the first cohort of students completed Goodyear internships, gaining first-hand experience and learning in the workplace. In addition, the next five scholarship recipients were welcomed into the program and began their studies at the University of Akron.



STEM Career Day – Goodyear’s annual STEM Career Day encourages students to pursue opportunities in various science, technology, engineering and mathematics disciplines through creative and engaging projects. In 2022, Goodyear hosted high school and middle school events to engage, challenge and educate STEM students. Through hands-on activities, engineering challenges and mentorship conversation with Goodyear associates, these students were immersed in STEM and what a career in a STEM field could look like for them. Additionally, scholarships were awarded to STEM Career Day participants pursuing degrees in designated STEM disciplines.



After-School Activities – Associates from Goodyear’s San Luis Potosi location took part in the Global Week of Volunteering by assisting a local organization called Club de Niños y Niñas. This club provides a healthy and safe educational space for students once the school day is done. The students can engage in study groups, art activities and sports teams. Goodyear volunteers repaired and beautified the outdoor space for the club, including sports fields.

Sustainable: Reducing Our Environmental Impact

Cleanup and Tree Planting – Goodyear associates in our Philippines location committed to helping the local environment as part of the Global Week of Volunteering. These volunteers cleaned up waste from an 11-km stretch of Marikina Park, and afterwards planted tree saplings to beautify the area.



Trail Cleanup – Akron-based associates cleaned multiple locations used as walking paths in the community during the Global Week of Volunteering. Partnering with the Ohio & Erie Canalway Coalition, volunteers cleaned and landscaped around the Howe House, a scenic building in Downtown Akron that connects to the historic Towpath Trail. Volunteers also assisted the Western Reserve Land Conservancy with cleanup of a trail located close to Goodyear HQ, clearing downed branches and litter that blocked the way of those enjoying the trail.

Community Preservation – Slovenian Goodyear associates went above and beyond to improve and sustain landmarks in their community. These volunteers completed a series of projects throughout the year, ranging from maintenance of cultural heritage sites to beautification of a kindergarten and many more. Their dedication helps ensure their community and history will continue to be enjoyed by all for years to come.

Goodyear Blimps: Cruising for Communities

The Goodyear Blimps have supported communities and non-profit organizations since 1925, when the Santa Claus Express toy-giving program began. For more than 95 years, Goodyear Blimps have remained committed to dedicating a portion of operational time to community giving.

2022 marked the 12th year of Goodyear’s collaboration with the Marine Corps Toys for Tots program, which began by using Goodyear’s Blimp bases to generate donations of toys and cash and has since grown to several retail stores. In 2022, the program raised a total of \$14,337 and received its second largest toy donation count ever, providing 22,657 toys for families during the holiday season. Since 2010, the Goodyear Blimp Toys for Tots events have generated more than 215,000 toys and over \$525,000.

Goodyear also regularly provides blimp ride certificates for charity, generating millions of dollars for nonprofits. In 2022, Goodyear provided 185 ride certificates in local communities, which generated over \$375,000 to benefit the recipient nonprofits’ missions and work in the community, more than doubling the dollars raised in 2021.



Upholding High Ethical Standards

Goodyear’s long-standing commitment to upholding high ethical standards influences everything from talent attraction, retention and engagement to our ability to maintain our competitive edge and avoid unnecessary risk to the business. Compliance & Ethics (C&E) operates at this intersection, emphasizing the importance of acting with integrity and delivering value in several ways:

- C&E provides updates on ethics and compliance activities to the Board of Directors multiple times per year. The Board Committee on Corporate Responsibility and Compliance reviews the activities and processes designed to uphold our commitment to ethical behavior.
- Global and regional C&E Committees—composed of top company leaders from business and functional areas—meet several times a year to discuss compliance and ethics matters, initiatives and training, and update policies and procedures as needed.
- The department ensures that all salaried associates annually review and affirm their knowledge of Goodyear’s Business Conduct Manual (BCM)—which defines the behaviors that support our high standards and reinforces associate compliance with applicable laws and business practices—and promise to abide by it and disclose any known violations of certain policies. In 2022, approximately 23,000 global associates were required to complete their BCM certification.

Goodyear’s Business Conduct Manual is shared through our corporate website, company intranet, Goodyear NOW digital platform and in hard copy for associates without internet access. Available in 17 languages to help ensure global comprehension, the Manual is updated regularly to reflect the current workplace and regulatory landscape.



Reinforcing Ethical Behavior Through Training and Awareness

We expect every associate to know and understand our compliance and ethics policies and to abide by them. Goodyear requires almost all global salaried associates and new hires to complete online training covering the Business Conduct Manual and key compliance policies. Additionally, these associates take three online courses per year covering various compliance subjects, such as anti-bribery, competition law, workplace respect, privacy, international trade controls and others.

In 2022, more than 15,000 associates completed online training courses on such subjects as competition law, global trade compliance and preventing global modern slavery. Our three-year training cycle is reviewed and updated annually to ensure our topics remain relevant and address the risks Goodyear faces.

We also launched a new online training course this year for more than 9,000 hourly associates in our North America manufacturing plants. This was their first online training on the Business Conduct Manual, and the course included a special message from Chairman and CEO Richard Kramer that emphasized the importance of ethics and integrity across our operations.

Goodyear has continued with our commitment to reaching associates wherever they were during 2022 for compliance training and programs:

- We conducted in-person and virtual trainings across all strategic business units as well as focused compliance campaigns in many countries and plants on various subjects, such as workplace respect (including harassment and discrimination), conflicts of interest, competition law, speaking up, preventing and detecting fraud and bribery, gift and entertainment policies and privacy.
- Goodyear’s Quarterly Ethics Awareness Campaign, covering topics from the Business Conduct Manual, takes place in our company-owned retail, wholesale and commercial tire service locations in the U.S., United Kingdom, France, Germany, Canada, Japan and Australia, as well as in our Airship Operations and the Hebron facility. During the 2022 quarterly campaigns, managers led their teams in conversations on compliance and ethics subjects such as how to speak up when associates see something that isn’t right, conflicts of interest, substance abuse and guidelines for wage and hour compliance.

Since first launching Compliance Week in Brazil in 2015, Goodyear has extended our reach considerably. This year, inaugural events were celebrated in Kunshan, Qingdao and Indonesia as part of 25 Compliance Weeks across the globe. More than 130 compliance and ethics training sessions were delivered to thousands of associates covering topics such as anti-bribery, giving and receiving gifts, conflicts of interest, accurate recordkeeping and workplace safety.



Speaking Up: Our Commitment to Ethical Behaviors and Practices

Every associate has an obligation to Speak Up! and do the right thing to help Goodyear Protect Our Good Name. By speaking up, associates strengthen our commitment to acting with integrity and engaging in ethical practices, which benefits all stakeholders, from associates and customers to suppliers and investors.

Goodyear strictly prohibits any form of retaliation against individuals who report in good faith known or suspected violations of policy or law. The Speak Up! section of the Business Conduct Manual provides detailed information about how to report concerns and about Goodyear's anti-retaliation policy.

Integrity Hotline - As part of its mission to promote ethical standards and equip associates to act with integrity every day and speak up when required, Compliance & Ethics oversees Goodyear's hotline reporting and investigation case management system. Available 24 hours a day, 7 days a week, every day of the year, the Integrity Hotline allows associates and all other stakeholders (including customers and suppliers) to ask a question, raise a concern or report questionable conduct. The Hotline is one option to report concerns, including anonymously where allowed by local law; however, associates are also encouraged to bring concerns to their managers or representatives across HR, Legal, Compliance & Ethics and Internal Audit.

Reports of any non-minor compliance or ethics concern made through any of these means and brought to the attention of C&E are included in our hotline and case management system. Every report, regardless of how it is reported, is reviewed by a C&E team member. The reports are vital to addressing potentially harmful behavior, identifying emerging risks, and tailoring training and policies to the actual situations our associates face.

Investigations Process - Goodyear conducts investigations in response to allegations of misconduct related to the company. The allegations might be for a variety of different misconduct including violations of law, policy, procedure, the Business Conduct Manual or ethical obligations. An investigation is intended to help Goodyear identify and understand the facts relevant to the allegations, assess the situation, and come to a conclusion about how to resolve the issue and address any risks or misconduct that may have occurred.

Like all associates, those responsible for conducting internal investigations are expected to maintain the highest ethical and legal standards. This year, we developed an Investigator's Code of Conduct to remind investigators about their obligations and help all associates understand the obligations of those entrusted with conducting internal investigations. Fairness, confidentiality, an unbiased approach and a commitment to our non-retaliation policy underlie these principles and are essential to an effective investigative process.

Trust is a critical element of the Compliance & Ethics mission, and we build trust through transparency. C&E conducts ongoing data analysis to better understand our investigations data. This includes reviewing the types of allegations reported, locations involved, substantiation rates and anonymity rates. This data is shared with Goodyear's executive leadership, Board Committee on Corporate Responsibility & Compliance, and Global and Regional Compliance & Ethics Committees.



Ensuring Business Partner Commitments to Compliance and Ethics

Goodyear expects our business partners, including distributors, suppliers and other third parties, to adhere to high ethical standards. In partnership with other functions, C&E applies a risk-based approach to vet, monitor and establish compliance expectations for third parties. All suppliers must comply with the legal, ethical and sustainability principles in our Supplier Code of Conduct and with all applicable laws. Similar to Goodyear associates, our business partners are encouraged to report any concerns through the Integrity Hotline for investigation.

Advancing Data Privacy and Protection

Like many global companies, Goodyear faces data security risks, and monitors new and developing regulations and best practices to anticipate and mitigate such risks.

As a response to new and changing regulations, Goodyear regularly reviews and updates our privacy policies and procedures to comply with regulations and privacy best practices and implements dedicated training programs for associates who interact with personal information. In addition, we take other actions designed to protect the personal data of our associates, customers, suppliers and others with whom we do business.

Anticipating Potential Risks

To ensure Goodyear's compliance with all appropriate regulations, C&E continually monitors and prepares for upcoming regulations and works to anticipate and mitigate any potential compliance and ethics risks.

We value every Integrity Hotline report and encourage all associates to Speak Up! when something doesn't seem quite right. Goodyear's Speak Up! culture is evident in our 2022 Global Associate Engagement Survey – 94% of respondents say that they would report unethical behavior if they observed or were made aware of it.



DATA TABLE AND METRICS

- How We Report
- GRI Content Index
- Data Table
- Established Goal Summary



HOW WE REPORT

Operational data are reported on owned and leased facilities. All data reported have been collected from our operations based on standard reporting definitions and requirements. Some energy and greenhouse gas (GHG) emissions data from our manufacturing plants in the European Union were verified by a third party. Some data have been reported to governmental agencies that check for accuracy. We track energy intensity and measure our progress at our tire and chemical manufacturing facilities through our global data management system. The system helps improve accuracy and metering to provide real-time energy data. Our energy intensity ratio is calculated using total finished production and includes all sources of fuel used in the manufacturing process, including purchased electricity, generated electricity, purchased steam, natural gas, fuel oil, propane, diesel, gasoline, waste fuel, pet coke, coal and biomass.

We use the World Business Council on Sustainable Development (WBCSD) and World Resources Institute (WRI) GHG protocol for calculating emissions. According to the WBCSD and WRI, Scope 1 emissions cover direct greenhouse gas emissions from sources that are owned or controlled by the company. Scope 2 emissions account for indirect GHG emissions from the generation of purchased energy. Scope 3 emissions include all other indirect GHG emissions that occur in connection with the activities of the company, but from sources not owned or controlled by the company. Reported emissions include all Goodyear manufacturing locations where Goodyear has operational control, and detailed direct (Scope 1) and indirect (Scope 2) sources. These sources include electricity and steam generated offsite and all fuels used in boilers and other combustion equipment, including natural gas, fuel oil, propane, diesel, pet coke, waste fuel and coal. In 2022, 47% of our emissions were indirect and 53% were direct.

Certain information, including our estimates, forecasts, targets and plans, contained in this report constitutes forward-looking statements that are based upon current expectations and assumptions regarding anticipated developments and other factors. These forward-looking statements are subject to a number of risks and uncertainties and do not represent a guarantee by us of future performance. There are a variety of factors, many of which are beyond our control, that affect our operations, performance, strategy and results, including global demographic and economic trends, energy prices, technological innovations, climate-related conditions and weather events, governmental policies and legislative and regulatory changes, and could cause our actual results and experience to differ materially from the assumptions, expectations and objectives expressed or implied by any forward-looking statements. These factors are discussed in our filings with the Securities and Exchange Commission, including our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. In addition, any forward-looking statements represent our estimates only as of the date they are made and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

In 2022, we completed the integration activities with Cooper for all manufacturing facilities. As part of this integration and to align with our short- and long-term climate ambitions, we have reset our baseline to 2019 for all energy and GHG reporting. All data reported for manufacturing facilities is inclusive of all Cooper and Goodyear facilities, unless otherwise noted.

We have developed internal recordkeeping requirements that build on OSHA (Occupational Safety and Health Administration) lagging indicator requirements and internal definitions for leading indicators.

Human Resource (HR)-related data is aggregated and reported as a reflection of the full reporting year. Global percentages are calculated by using the total percent of associate count (not FTE) and does not include contractors. Temporary employees include internal classifications of either temporary, intern, student and/or apprentice. All other employees are considered permanent. Fluctuation in 2022 employee data was caused by the integration of Cooper data, unless otherwise noted.

This report has been prepared with reference to GRI Standards. The GRI Standards are the most widely adopted global standards for sustainability reporting. These standards help businesses and governments understand and communicate their impact on a variety of sustainability issues in a common format.

This report has been internally reviewed by the Goodyear team. The review process includes review by our Goodyear *Better Future* pillar and focus areas owners, members of the Goodyear Senior Leadership Team and our Board of Directors' Committee on Corporate Responsibility and Compliance.



GRI CONTENT INDEX

Goodyear has reported the information cited in this GRI content index for the period January 1, 2022, to December 31, 2022, with reference to the GRI Standards.

GRI Standard (B)	Disclosure	Location	Page
General Disclosures			
1. The organization and its reporting practices			
GRI 2: General Disclosures 2021	2-1 Organizational details	An Overview of Our Business; Global Presence Legal name: The Goodyear Tire & Rubber Company Type of Company: Public Location of headquarters: Akron, Ohio, USA	6
	2-2 Entities included in the organization's sustainability reporting	About This Report; Global Presence; 2023 10-K, pgs. 1-5 (Exhibit 21.1)	2
	2-3 Reporting period, frequency and contact point	About This Report: Reporting period: January 1, 2022 through December 31, 2022 Reporting cycle: Annual Publication date: June 27, 2023 Contact point for questions regarding the report: Michael Rachita, Director, Global Sustainability (michael_rachita@goodyear.com)	2
	2-4 Restatements of information	<ul style="list-style-type: none"> In 2022, we completed the integration activities with Cooper for all manufacturing facilities. As part of this integration and to align with our short- and long-term climate ambitions, we have reset our baseline to 2019 for all energy and greenhouse gas (GHG) emissions reporting. All data reported for manufacturing facilities is inclusive of all Cooper and Goodyear facilities as well as Goodyear's Chemical operations. The total number of facilities reported in 205-1 for 2020 and 2021 were incorrect and restated. Data for 301-1: For the 2022 reporting year, Goodyear re-classified certain raw materials based on internal definitions. Data for 205-2: Training held in person and couldn't report two employee breakouts Supplier audit data revised based on incorrect classification of suppliers in 2020 and 2021. 	N/A
	2-5 External assurance	Goodyear does not conduct external assurance for our Corporate Responsibility Report.	N/A
2. Activities and Workers			
GRI 2: General Disclosures 2021	2-6 Activities, value chain and other business relationships	An Overview of Our Business; Global Presence; Goodyear's Climate Change Strategy; Shaping the Mobility Revolution; Sustainable Materials & Sourcing; Data Table; 2023 Proxy Statement, pg. iii; 2023 10-K, pgs. 2-4 and 5	2; 13-16; 27-34; 52; 85
	2-7 Employees	About Goodyear; Data Table	6; 97
	2-8 Workers who are not employees	About Goodyear; Data Table This data is reflective of North America only. Goodyear uses third-party employment agencies for staffing contingent workforce positions. Type of work performed is related to industrial, business professional, creative and technical services.	6; 98

GRI CONTENT INDEX

3. Governance			
GRI 2: General Disclosures 2021	2-9 Governance structure and composition	Corporate Responsibility; 2023 Proxy, pgs. 1–4 and 6-11; Corporate Governance	7
	2-10 Nomination and selection of the highest governance body	Corporate Governance; 2023 Proxy Statement, pgs. 5-8	N/A
	2-11 Chair of the highest governance body	Corporate Governance; 2023 Proxy Statement, pg. 2; Board of Directors and Executive Officers Conflict of Interest Policy	N/A
	2-12 Role of the highest governance body in overseeing the management of impacts	Stakeholder Engagement and Significant Corporate Responsibility Topics; Corporate Responsibility; 2023 Proxy Statement pgs. 3-4 and 8-13; 2022 CDP Climate Change Response pgs. 2-4	7;8
	2-13 Delegation of responsibility for managing impacts	Corporate Responsibility	7
	2-14 Role of the highest governance body in sustainability reporting	How We Report; 2023 Proxy Statement pgs. 12-13; The Board of Directors has the opportunity to review, provide feedback, and approve Goodyear's Corporate Responsibility Report annually prior to publication.	74
	2-15 Conflicts of interest	Board of Directors and Executive Officers Conflict of Interest Policy	N/A
	2-16 Communication of critical concerns	2023 Proxy Statement, pg. 14; Compliance & Ethics; Data Table: Goodyear discloses all material matters in our public filings with the Securities and Exchange Commission.	N/A
	2-17 Collective knowledge of the highest governance body	Corporate Responsibility	7
	2-18 Evaluation of the performance of the highest governance body	2023 Proxy Statement pg. vi Annual internal self-assessment. If relevant actions are identified, they will appear in Goodyear's Proxy Statement.	N/A
	2-19 Remuneration policies	2023 Proxy Statement, pgs. v and 27-58	N/A
2-20 Process to determine remuneration	2023 Proxy Statement, pgs. iii-iv, 9-11, 22-23 and 33-36	N/A	
4. Strategy, policies and practices			
GRI 2: General Disclosures 2021	2-22 Statement on sustainable development strategy	Leadership Message	3-4
	2-23 Policy commitments	Compliance & Ethics; Goodyear Strategy Roadmap; Human Rights; Supply Chain Management Precautionary principle or approach: Although Goodyear does not formally follow the precautionary principle, we assess environmental risks across our operations.	17; 32-33; 69-72
	2-24 Embedding policy commitments	Goodyear Strategy Roadmap; Compliance & Ethics; Human Rights; Supply Chain Management; Data Table	32-33; 69-72; 108
	2-26 Mechanisms for seeking advice and raising concerns	Integrity Hotline	71-72
	2-27 Compliance with laws and regulations	Data Table; In 2022, Goodyear had 8 environmental compliance violations (inclusive of Cooper operations) and incurred monetary fines totaling \$146,903.	95
	2-28 Membership associations	Association Memberships	21-23



GRI CONTENT INDEX

5. Stakeholder Engagement			
GRI 2: General Disclosures 2021	2-29 Approach to stakeholder engagement	Stakeholder Engagement and Significant Corporate Responsibility Topics	8
	2-30 Collective bargaining agreements	Data Table; 2023 10-K, pgs. 5-6	98
Material Topics			
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Stakeholder Engagement and Significant Corporate Responsibility Topics; Better Future; Materiality	8; 9-12
	3-2 List of material topics	Stakeholder Engagement and Significant Corporate Responsibility Topics; Better Future; Materiality List of Material Topics: Advancing Tire Performance Business Continuity Community Engagement Compliance and Ethics Diversity and Inclusion End-of-Life Tires (ELT) Energy & Greenhouse Gas (GHG) Emissions Health and Wellness Product Quality Shaping the Mobility Revolution Supply Chain Management Sustainable Raw Materials and Sourcing Talent Development Workforce Safety & Health Changes in reporting: There are no significant changes from previous reporting periods in the list of material topics or topic boundaries for the 2022 report.	8; 9-12
Economic Topics			
Procurement Practices			
GRI 3: Management Approach 2021	3-3 Management of material topics	Sustainable Sourcing	28-34
GRI 204: Procurement Practices 2016	204-1 Percent procurement spend on raw materials from local suppliers	Data Table ; 46% of 2022 procurement spend on raw materials from local suppliers.	86

GRI CONTENT INDEX

Anti-Corruption			
GRI 3: Management Approach 2021	3-3 Management of material topics	Compliance & Ethics	69-72
GRI 205: Anti-corruption 2016	205-1 Operations assessed to risk related to corruption	Data Table	108
	205-2 Communication and training about anti-corruption policies and procedures	Data Table	108
	205-3 Confirmed incidents of corruption and actions taken place	Allegations of corruption/bribery are formally investigated to conclusion. The investigation results are provided to pertinent stakeholders for remediation and corrective action.	N/A
Shaping the Mobility Revolution			
GRI 3: Management Approach 2021	3-3 Management of material topics	Advanced Mobility	48-54
Business Continuity			
GRI 3: Management Approach 2021	3-3 Management of material topics	Business Continuity	46
Non-GRI Key Performance Indicators	Number of incidents	Business Continuity; Data Table	46; 96
	Average incident duration	Business Continuity	46
Environmental Topics			
Materials			
GRI 3: Management Approach 2021	3-3 Management of material topics	Sustainable Sourcing; End-of-Life Tires	28-34; 45
GRI 301: Materials 2016	301-1 Materials used by weight or volume	Data Table ; 23% of materials used in products in 2022 were renewable (636,500 tons) and 77% were non-renewable (2,080,000 tons).	89
	301-2 Recycled input materials used	Data Table ; 0.13% recycled input materials used in products in 2022.	89
	301-3 Reclaimed products and their packaging materials	End-of-Life Tires ; No to insignificant amounts of packaging associated with tires.	45



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Energy			
GRI 3: Management Approach 2021	3-3 Management of material topics	Responsible Operations ; Operational Impacts ; Renewable Energy ; Improving Fuel Efficiency	35-46; 49
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Renewable Energy ; Data Table	39; 92
	302-3 Energy intensity	Renewable Energy ; How We Report ; Data Table ; In 2022, global energy intensity was 6,739 BTU/lb.	39; 74; 92
	302-4 Reduction of energy consumption	Renewable Energy ; Data Table ; Established Goal Summary	39; 92; 113
	302-5 Reductions in energy requirements of products and services	Improving Fuel Efficiency ; Data Table ; Established Goal Summary ; 32.9% reduction of rolling resistance – Global Consumer Tire Portfolio from 2005 to 2022; 9.4% reduction in tire weight – Global Consumer Tire Portfolio from 2005 to 2022.	49; 96; 113
Emissions			
GRI 3: Management Approach 2021	3-3 Management of material topics	Operational Impacts ; Goodyear's Climate Strategy	14-15; 39-43
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Goodyear's Climate Strategy ; Data Table	14-15; 93
	305-2 Energy indirect (Scope 2) GHG emissions	Goodyear's Climate Strategy ; Data Table	14-15; 93
	305-3 Other indirect (Scope 3) GHG emissions	2022 CDP Climate Change Response pgs. 27-31	N/A
	305-4 GHG emissions intensity	Goodyear's Climate Strategy ; Data Table ; In 2022, global GHG emissions intensity (Scope 1 and 2) was 0.563 tonnes CO ₂ e/ton.	14-15; 93
	305-5 Reduction of GHG emissions	Goodyear's Climate Strategy ; Established Goal Summary	14-15; 113
	305-6 Emissions of ozone-depleting substances (ODS)	Data Table	93
	305-7 NO _x , SO _x , and other significant air emissions	Data Table	94



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Waste and Solvents			
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Waste and Solvent Performance ; End-of-Life Tires (ELT)	39; 45
	306-2 Management of significant waste-related impacts	Waste and Solvent Performance ; End-of-Life Tires (ELT)	39; 45
	306-3 Waste generated	Data Table	94
	306-4 Waste diverted from disposal	Data Table	94
	306-5 Waste directed to disposal	Data Table	95
Environmental Compliance			
GRI 3: Management Approach 2021	3-3 Management of material topics	Responsible Operations ; Operational Impacts	35-46
GRI 307: Environmental Compliance 2016	307-1 Non-compliance with environmental laws and regulations	Data Table ; In 2022, Goodyear had 8 environmental compliance violations (inclusive of Cooper operations) and incurred a monetary fine of \$146,903.	95
Supplier Environmental Assessment			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Management	32-34
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Data Table ; As of the end of 2022, 100% of all raw materials suppliers had been screened using environmental criteria.	86
	308-2 Negative environmental impacts in the supply chain and actions taken	Data Table ; As of the end of 2022, 186 raw materials suppliers had been assessed for environmental impacts.	86
Social			
Employment			
GRI 3: Management Approach 2021	3-3 Management of material topics	Inspiring Culture ; Talent Management ; Benefits	55-72
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Data Table	99-101
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Benefits	64-65



GRI CONTENT INDEX

Occupational Health and Safety			
GRI 3: Management Approach 2021	3-3 Management of material topics	Responsible Operations ; Workforce Safety and Wellness ; Inspiring Culture ; Health and Wellness	35-46; 55-72
GRI 403: Management Approach 2018	403-1 Occupational health and safety management system	Workforce Safety and Wellness	36-38
	403-2 Hazard identification, risk assessment, and incident investigation	Workforce Safety and Wellness	36-38
	403-3 Occupational health services	Workforce Safety and Wellness ; Health and Wellness	36-38; 63-65
	403-4 Worker participation, consultation, and communication on occupational health and safety	Workforce Safety and Wellness ; Data Table ; In 2022, 100% of manufacturing associates were represented in formal joint management-worker health and safety committees.	36-38; 90
	403-5 Worker training on occupational health and safety	Workforce Safety and Wellness	36-38
	403-6 Promotion of worker health	Health and Wellness	63-65
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Workforce Safety and Wellness	36-38
GRI 403: Occupational Health and Safety 2018	403-8 Workers covered by an occupational health and safety management system	Workforce Safety and Wellness ; Data Table	36-38; 90
	403-9 Work-related injuries	Workforce Safety and Wellness ; Data Table	36-38; 91
	403-10 Work-related ill health	Workforce Safety and Wellness ; Data Table	36-38; 91
Training and Education			
GRI 3: Management Approach 2021	3-3 Management of material topics	Talent Management ; Compliance and Ethics	56-59; 69-72
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Data Table	103
	404-2 Programs for upgrading employee skills and transition assistance programs	Talent Management	56-59
	404-3 Percentage of employees receiving regular performance and career development reviews	Talent Management	56-59

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Diversity and Equal Opportunity			
GRI 3: Management Approach 2021	3-3 Management of material topics	Diversity & Inclusion	60-62
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	Data Table	104
Child Labor			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Management ; Supply Chain Traceability ; Human Rights	32-34
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Supply Chain Traceability ; Human Rights	33-34
Forced or Compulsory Labor			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Management ; Supply Chain Traceability ; Human Rights	32-34
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Supply Chain Traceability ; Human Rights	33-34
Human Rights Assessment			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Management ; Supply Chain Traceability ; Human Rights ; Compliance and Ethics	17; 32-34; 69-72
GRI 412: Human Rights Assessment 2016	412-2 Employee training on human rights policies or procedures	Data Table ; In 2022, 14,507 associates (20% of the global associate population) were trained in human rights policies/procedures.	87
	412-3 Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	Data Table ; There were no significant investment agreements in 2022.	87

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Local Communities			
GRI 3: Management Approach 2021	3-3 Management of material topics	Community Engagement	66-68
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	Community Engagement ; Data Table ; In 2022, 61% of operations had implemented local community engagement efforts.	66-68; 112
	413-2 Operations with significant community engagement, impact assessments, and development programs	Overview of Our Business ; Global Presence ; Data Table ; In 2022, Goodyear had 8 environmental compliance violations (inclusive of Cooper operations) and incurred a monetary fine of \$146,903.	6; 95
Non-GRI Key Performance Indicators: Philanthropic Activities	Percentage of corporate citizenship/philanthropic contributions used for charitable donations	Data Table ; 17% *Philanthropic budget; does not include business unit budgets. Goodyear data only.	112
	Percentage of corporate citizenship/philanthropic contributions used for community investments	Data Table ; 70% *Philanthropic budget; does not include business unit budgets. Goodyear data only.	112
	Percentage of corporate citizenship/philanthropic contributions used for commercial initiatives	Data Table ; 13% *Philanthropic budget; does not include business unit budgets. Goodyear data only.	112
Supplier Social Assessment			
GRI 3: Management Approach 2021	3-3 Management of material topics	Supply Chain Management ; Supply Chain Traceability ; Human Rights	32-34
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Data Table ; As of the end of 2022, 100% of all raw materials suppliers had been screened using social criteria.	86
	414-2 Negative social impacts in the supply chain and actions taken	Data Table	86



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Customer Health and Safety			
GRI 3: Management Approach 2021	3-3 Management of material topics	Product Quality	44
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	Data Table ; 100% of product categories are assessed for health and safety impacts.	95
	416-2 Incidents of non-compliance concerning product health and safety	Data Table ; In 2022, there weren't any incidents of non-compliance concerning product health and safety.	95
Non-GRI Key Performance Indicators: Product Quality	Warranty cost per net sales	Customer Satisfaction Performance ; Data Table ; In 2022, Goodyear's warranty cost per net sales was 0.14%.	44; 95
	Percent of plants with quality certification (ISO 9001, IATF 16949, etc.)	Data Table ; 100% of Goodyear plants have quality certification.	95
Marketing and Labeling			
GRI 3: Management Approach 2021	3-3 Management of material topics	Product Quality ; Compliance and Ethics	44; 69-72
GRI 417: Marketing & Labeling	417-1 Requirements for product and service information and labeling	Data Table ; 100% of significant product categories are covered by and assessed for compliance with procedures for product information labeling.	95
	417-2 Incidents of non-compliance concerning product information and labeling	Data Table ; In 2022, there were not any incidents of non-compliance concerning product information and labeling in North America or Canada.	95
	417-3 Incidents of non-compliance concerning marketing communications	Data Table ; In 2022, there were not any incidents of non-compliance concerning marketing communications in North America or Canada.	95



DATA TABLE

General Disclosures					
		Company	2022	2021	2020
2-6 ¹	Financial performance	Annual revenue (net sales)(million USD)	\$20,805	\$17,478	\$12,321
		Net income [loss](million USD)	\$202	\$764	\$(1,254)
		Total assets (million USD)	\$22,431	\$21,402	\$16,506
		Total liabilities (million USD)	\$16,965	\$16,218	\$13,247
		Total shareholders' equity (million USD)	\$5,466	\$5,184	\$3,259
	Tire units sold (million)	Global total	184.5	169.3	126.0
		Americas	95.0	85.9	56.7
		Europe, Middle East, Africa	55.1	52.7	44.5
		Asia-Pacific	34.4	30.7	24.8
	Number of manufacturing facilities (tire, development, chemical, molds, retread, mix)	Global total	57	57	46
		Americas	29	29	23
		Europe, Middle East, Africa	18	18	15
		Asia-Pacific	10	10	8
	Number of non-manufacturing facilities globally	Major offices (headquarters, development, innovation, purchasing)	9	9	9
		Retail	950	1,000	1,000
		Distribution	300	300	220
		Tire retreading	40	50	50
		Proving grounds	7	8	7
		Airship operations	3	3	3

¹ 2021-2022 Goodyear and Cooper combined data; 2020 Goodyear data only.



DATA TABLE

Non-GRI	Area of manufacturing facilities (tire, development, chemical, molds, retread, mix)(thousand sq. ft.) ⁴	Global total	56,672	46,403	49,381
		Americas	26,973	21,418	24,291
		Europe, Middle East, Africa	18,979	17,207	17,528
		Asia-Pacific	10,720	7,779	7,562
	Total weight of products produced (metric tonnes) ² Includes Tire, Chemical, Retread, Bladder, Mold, Semifinished Products Exported and Other Production	Global total	3,977,000	3,944,000	3,140,000
		Americas	2,365,000	2,376,000	1,863,000
		Europe, Middle East, Africa	1,071,000	1,058,000	852,000
		Asia-Pacific	543,000	510,000	424,000
Sustainable Sourcing					
		Sustainable Sourcing/Supply Chain Management	2022	2021	2020
204-1 ³	Local suppliers	% procurement spend on raw materials from local suppliers used for significant locations of operation Tire raw materials only. We define significant locations of operation as our tire manufacturing operations, excluding retread-related operations for certain regions and locations. We define local as sourced from the same country as the Goodyear manufacturing location being supplied. For purposes of this definition, due to geographic proximity, for selected materials in the European Union we have treated the European Union as a single country.	46%	45%	42%
308-1 ³	Supplier environmental assessment	% new suppliers that were screened using environmental criteria Tire raw materials only.	100%	100%	78%
308-2 ³		Number of suppliers assessed for environmental impacts Tire raw materials only. Number of new suppliers assessed or repeat assessments conducted during the year. Baseline established in 2019.	186	184	171
		Number of suppliers identified as having significant actual and potential negative environmental impacts Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	45	43	54
		Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	100%	100%	98%

² 2020-2022 combined Goodyear and Cooper data.

³ Goodyear data only.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.



DATA TABLE

308-1 ³	Supplier environmental assessment	Percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	0%	0%	0%
308-2 ³			0%	0%	0%
412-2 ⁴	Human rights assessment	Number of hours devoted to training on human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2020 and 2021. Training data for global associates captured in 2022.	10,967	340	348
		Number of associates trained in human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2020 and 2021. Training data for global associates captured in 2022.	14,507	340	348
		% of associates trained in human rights policies/procedures Based on total Goodyear associate count. Only procurement associates trained in 2020 and 2021. Training data for global associates captured in 2022.	20%	0.6%	0.6%
412-3 ⁴	Human rights assessment	Number of significant investment agreements that include human rights clauses In line with Global Reporting Initiative (GRI) reporting recommendations, we reviewed the material contracts listed as part of our annual public financial reporting for those initiating strategic equity acquisitions or capital projects with a view to assessing human rights content in any applicable agreements. For the 2021 reporting period, our acquisition of Cooper Tire & Rubber Company fell into this category and included a clause addressing our human rights expectations.	N/A	N/A	N/A
		% of significant investment agreements that include human rights clauses In line with Global Reporting Initiative (GRI) reporting recommendations, we reviewed the material contracts listed as part of our annual public financial reporting for those initiating strategic equity acquisitions or capital projects with a view to assessing human rights content in any applicable agreements. For the 2021 reporting period, our acquisition of Cooper Tire & Rubber Company fell into this category and included a clause addressing our human rights expectations.	N/A	N/A	N/A

³ Goodyear data only.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.



DATA TABLE

414-1 ³	Supplier social assessment	% new suppliers that were screened using social criteria Tire raw materials only.	100%	100%	78%
414-2 ³		Number of suppliers assessed for social impacts Tire raw materials only.	186	184	171
		Number of suppliers identified as having significant actual and potential negative social impacts Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	56	42	49
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which improvements were agreed upon as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	100%	100%	98%
		Percentage of suppliers identified as having significant actual and potential negative social impacts with which relationships were terminated as a result of assessment Tire raw materials only. We determine and define significant impact as failing to meet then current acceptability limits based on response to our assessments (and where applicable audits, to the extent resulting in supplier action such as suspension or discontinuance), which focus on process. Confidentiality concerns limit further disclosures.	0%	0%	2%
Non-GRI ³	Supplier ESG Improvement	Percentage of current suppliers with corrective action plans that have improved their ESG performance within 12 months of the plan's launch	65%	67%	57%
	Supplier Audits	Number of suppliers audited Tire raw materials only.	97	107 ⁵	66 ⁵
		Number of supplier facilities audited Tire raw materials only.	141	108	68
		Percentage of suppliers audited in compliance with code of conduct (or audit standard) Remedial action taken.	100%	100%	98%

³ Goodyear data only.

⁵ In 2020 and 2021, some facilities were incorrectly classified as a supplier. This has been remedied in 2022.



DATA TABLE

		Sustainable Raw Materials	2022	2021	2020
301-1 ³	Renewable materials ⁶	Weight (thousands of tons) of renewable materials used in products Includes materials derived from materials of biological origin such as natural rubber, plant based oils, fatty acids, etc.	637	641	496
		% of renewable materials used in products Includes materials derived from materials of biological origin such as natural rubber, plant based oils, fatty acids, etc.	23%	24%	23%
	Non-renewable and non-recycled materials ⁶	Weight (thousands of tons) of non-renewable and non-recycled materials used in products	2,080	2,082	1,644
		% of non-renewable and non-recycled materials used in products	77%	76%	77%
301-2 ³	Recycled input materials used ⁶	Weight (thousands of tons) of recycled materials used in products Includes both pre- and post- consumer recycled materials.	3.6	1.1	N/A ⁷
		Percentage of recycled input materials used to manufacture the organization's primary products and services Includes both pre- and post- consumer recycled materials.	0.13%	0.13%	0.18%
301-3 ³	Reclaimed products and their packaging materials	Percentage of reclaimed products and their packaging materials for each product category	<u>ELT</u> No to insignificant amounts of packaging associates with tires.	<u>ELT</u> No to insignificant amounts of packaging associates with tires.	<u>ELT</u> No to insignificant amounts of packaging associates with tires.

³ Goodyear data only.

⁶ For the 2022 reporting year, Goodyear re-classified certain raw materials based on internal definitions.

⁷ New baseline established in 2022. Will continue reporting in future years.



DATA TABLE

Responsible Operations					
		Health and Safety	2022	2021	2020
403-4 (2018)*	Worker participation	% of manufacturing associate representation in formal joint management-worker health and safety committees	100%	100%	100%
403-8 (2018)*	EHS management system	Number of employees and contractors who are covered by EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	71,377	59,056	59,741
		% of employees and contractors who are covered by EHS Management System	100%	100%	100%
		Number of employees and contractors who are covered by an audited EHS Management System Count includes both employees and supervised contractors. Independent contractors are not included in this count but are covered by the EHS Management System.	71,377	59,056	59,741
		% of employees and contractors who are covered by an audited EHS Management System	100%	100%	100%
		Number of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications.	35,795	37,765	37,260
		% of employees and contractors who are covered by EHS Management System that has been audited or certified by an external party Sites with ISO 14001 and/or OSHAS 18001 certifications.	49%	64%	62%

* 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

DATA TABLE

403-9 (2018) ⁴	Work-related injuries	Number of hours worked (millions of hours)	134.2	108.7	96.0
		Number of incidents	1,373	3,163	2,336
		Total incident rate (medical treatment above first aid and restricted/ lost-time injuries) Rate based on 200,000 hours worked.	2.05	2.10	1.80 ⁸
		First aid rate Rate based on 200,000 hours worked.	3.83	3.71	3.07
		DART rate Rate based on 200,000 hours worked.	1.49	1.53	1.40
		Number of serious injuries Includes Goodyear associates, supervised and independent contractors.	38	13	17
		Serious injury rate Rate based on 200,000 hours worked. Includes Goodyear associates, supervised and independent contractors.	0.06	0.02	0.03
403-10 ⁴	Employees	Number of fatalities as a result of work-related ill health	0	0	0
		Number of cases of recordable work-related ill health (including fatalities) Ill health recordables are primarily composed of sprain/strain/overexertion, and soreness/ range of motion restricted cases.	93	76 ⁹	329 ⁸
	Contractors	Number of fatalities as a result of work-related ill health	0	0	0
		Number of cases of recordable work-related ill health (including fatalities) Repetitive motion and slip/falls are the primary work-related hazards encountered by contractors.	0	5	3
Non-GRI ⁴	Safety training	Total hours of safety training completed Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development.	91,000	43,827	39,237
		Average hours of safety training per employee Data does not reflect the full volume of training conducted. A process for capturing all safety training hours is under development.	1.30	1.35	0.7

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

⁸ Does not include COVID cases.

⁹ New baseline established in 2021. Updated scope of data to exclude categories outside of recordable cases. Will continue reporting in future years.



DATA TABLE

		Energy	2022	2021	2020
302-1 ¹⁰	Energy consumption	Total fuel consumption within the organization from non-renewable sources (gigajoules)	47,389,000	53,640,000	48,545,000
		Total fuel consumption within the organization from renewable sources (gigajoules)	11,395,000	4,365,000	757,000
		Heating consumption (gigajoules)	3,593,000	3,529,000	3,252,000
		Cooling consumption (gigajoules)	N/A ¹¹	N/A ¹¹	N/A ¹¹
		Electricity sold (gigajoules)	N/A ¹²	N/A ¹²	N/A ¹²
		Heating sold (gigajoules)	N/A ¹²	N/A ¹²	N/A ¹²
		Cooling sold (gigajoules)	N/A ¹²	N/A ¹²	N/A ¹²
		Steam sold (gigajoules)	N/A ¹²	N/A ¹²	N/A ¹²
		Total energy consumption within in the organization (gigajoules)	62,377,000	61,534,000	52,554,000
		Total energy consumption (MWh)	17,315,000	17,093,000	14,598,000
		Fuel use - natural gas (MWh)	6,808,000	6,880,000	5,700,000
		Fuel use - other (MWh)	276,000	273,000	231,000
		Electricity consumption (MWh)	9,233,000	8,959,000	7,764,000
		Steam consumption (MWh)	998,000	980,000	903,000
302-3 ¹⁰	Energy intensity	Global energy intensity (BTU/lb.)	6,739	6,708	7,196
302-4 ¹⁰	Reduction of energy consumption	Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives (gigajoules) Reductions in energy are calculated from the 2010 baseline. This figure accounts for energy reduction initiatives and changes in production.	1,415,302	1,445,263	1,651,240

¹⁰ In 2022, we completed the integration activities with Cooper for all manufacturing facilities. As part of this integration and to align with our short- and long-term climate ambitions, we have reset our baseline to 2019 for all energy and GHG reporting. All data reported for manufacturing facilities is inclusive of all Cooper and Goodyear facilities as well as Goodyear's Chemical operations.

¹¹ Data not currently tracked.

¹² Not consolidated at a global level.



DATA TABLE

		Emissions	2022	2021	2020
305-1 ¹⁰	Direct GHG emissions	Total direct emissions (tonnes CO ₂ e)	1,297,000	1,334,000	1,108,000
		Direct CO ₂ emissions (tonnes)	1,294,000	1,332,000	1,106,000
		Direct CH ₄ emissions (kg)	30,000	32,000	27,000
		Direct N ₂ O emissions (kg)	3,600	4,000	3,300
		Biogenic CO ₂ emissions (tonnes CO ₂ e)	0	0	0
305-2 ¹⁰	Indirect GHG emissions	Total indirect emissions (tonnes CO ₂ e)	1,172,000	1,499,000	1,400,000
	Indirect GHG emissions	Gross market-based energy indirect (Scope 2) GHG emissions (tonnes CO ₂ e)	899,000	1,227,000	1,152,000
305-1, 305-2 ¹⁰	Total GHG emissions	Total CO ₂ emissions (tonnes)	2,469,000	2,833,000	2,508,000
	Total GHG emissions	Global GHG emissions (Scope 1 and Scope 2)(million tonnes CO ₂ e)	2.47	2.83	2.51
305-3 ¹⁰	Other indirect (Scope 3) GHG emissions	Gross other indirect (Scope 3) GHG emissions (tonnes CO ₂ e)	Reported in CDP Climate Response	Reported in CDP Climate Response	Reported in CDP Climate Response
305-4 ¹⁰	GHG emissions intensity	Global GHG emissions intensity (Scope 1 and Scope 2)(tonnes CO ₂ e/ton) Includes CO ₂ , CH ₄ , and N ₂ O	0.563	0.652	0.725
305-5 ¹⁰	Reduction of GHG emissions	GHG emissions reduced as a direct result of reduction initiatives (tonnes CO ₂ e) Reductions in CO ₂ are calculated from the 2010 baseline. This figure accounts for energy reduction initiatives, fuel changes, renewable energy generation and purchases and changes in production.	432,000	69,000	394,000
305-6 ¹³	Emissions of ozone-depleting substances (ODS)	Production, imports, and exports of ODS (tonnes CFC-11e)	N/A	0 ¹⁵	N/A ¹⁴

¹⁰ In 2022, we completed the integration activities with Cooper for all manufacturing facilities. As part of this integration and to align with our short- and long-term climate ambitions, we have reset our baseline to 2019 for all energy and GHG reporting. All data reported for manufacturing facilities is inclusive of all Cooper and Goodyear facilities as well as Goodyear's Chemical operations.

¹³ Goodyear is in the process of re-assessing the environmental data tool to systematically allow the tracking air emissions in the future.

¹⁴ Started reporting in 2021.

¹⁵ Inclusive of Goodyear facilities except Goodyear Chemical. CFC-11 only substance included. Zero emissions during 2021 data year.

DATA TABLE

305-7 ¹³	NOx, SOx, and other significant air emissions	NOx emissions (tonnes)	N/A	889 ¹⁵	N/A ¹⁴
		SOx emissions (tonnes)	N/A	168 ¹⁵	N/A ¹⁴
		Persistent organic pollutant (POP) emissions (tonnes)	N/A	0 ¹⁵	N/A ¹⁴
		Volatile organic compound (VOC) emissions (tonnes)	N/A	317 ¹⁵	N/A ¹⁴
		Hazardous air pollutant (HAP) emissions (tonnes)	N/A	0 ¹⁵	N/A ¹⁴
		Particulate matter (PM) emissions (tonnes)	N/A	217 ¹⁵	N/A ¹⁴
Non-GRI	CDP Climate	CDP Climate Change score	B	B	B-
	Electricity	Percentage grid electricity	66%	83%	96%
		Percentage renewable electricity	34%	17%	4%
		Water	2022	2021	2020
303-3 (2018) ²	Water withdrawal	Total withdrawals (m ³)	24,925,000	26,746,000	24,348,000
	Water withdrawal	Total fresh surface water and well water withdrawals (m ³)	17,577,000	18,537,000	16,529,086
	Water withdrawal	Total municipal water intake (m ³)	7,348,000	8,209,000	7,819,000
303-5 (2018) ²	Water consumption	Global water usage (gal/ton)	1,502	1,625	1,859
Non-GRI	CDP Water	CDP Water score	B	B	B
		Waste and Solvents	2022	2021	2020
306-3 (2020) ²	Waste generated	Total weight of waste generated (tonnes) Manufacturing sites only.	243,372	N/A ¹⁶	N/A ¹⁶
306-4 (2020) ²	Waste diverted from disposal	Total weight of waste diverted from disposal (tonnes) Manufacturing sites only.	177,256	N/A ¹⁶	N/A ¹⁶
		Total weight of waste diverted from disposal (tonnes): Recycling Manufacturing sites only.	177,256	N/A ¹⁶	N/A ¹⁶

² Goodyear and Cooper combined data.

¹³ Goodyear is in the process of re-assessing the environmental data tool to systematically allow the tracking air emissions in the future.

¹⁴ Started reporting in 2021.

¹⁵ Inclusive of Goodyear facilities except Goodyear Chemical. CFC-11 only substance included. Zero emissions during 2021 data year.

¹⁶ Started reporting in 2022.



DATA TABLE

306-5 (2020) ²	Waste directed to disposal	Total weight of waste directed to disposal (tonnes) Manufacturing sites only.	66,116	N/A ¹⁶	N/A ¹⁶
		Total weight of waste directed to disposal (tonnes): Incineration (with energy recovery) Manufacturing sites only.	59,228	N/A ¹⁶	N/A ¹⁶
		Total weight of waste directed to disposal (tonnes): Incineration (without energy recovery) Manufacturing sites only.	6,887	N/A ¹⁶	N/A ¹⁶
		Total weight of waste directed to disposal (tonnes): Landfill	0	N/A ¹⁶	N/A ¹⁶
Non-GRI ⁴	Solvents	% reduction in use of solvents	40%	43%	40%
		Compliance/Conformance	2022	2021	2020
307-1 ⁴	Environmental compliance violations	Total monetary value of significant fines	\$146,903	\$0	\$0
		Total number of non-monetary sanctions	0	0	0
		Cases brought through dispute resolution mechanisms	0	0	0
413-2 ⁴	Operations with local community engagement, impact assessments, and development programs	Operations with significant actual and potential negative impacts on local communities including the location of operations and the significant actual and potential negative impacts of operations	0	0	0
Non-GRI	Environmental compliance violations ¹	Number of environmental compliance violations (notices of violation and reportable releases)	8	25	8
	ISO 14001 ⁴	% of tire and chemical manufacturing facilities with ISO 14001 certification	100%	100%	100%
		Product Quality	2022	2021	2020
Non-GRI ⁴	Warranty	% warranty cost per net sales	0.14%	0.17%	0.22%
	Quality certification	% of plants with quality certification (ISO 9001, IATF 16949, etc.)	100%	100%	100%
	Product recalls	Number of recalls issued during performance period	3	2	N/A ¹⁷
		Number of units recalled during performance period	173,956	1,447	N/A ¹⁷

¹ 2021-2022 Goodyear and Cooper combined data; 2020 Goodyear data only.

² Goodyear and Cooper combined data.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁶ Started reporting in 2022.

¹⁷ New baseline established in 2021. Will continue reporting in future years.



DATA TABLE

		Business Continuity	2022	2021	2020
Non-GRI ⁴	Business continuity	Number of business continuity incidents	61	106	70
		Number of Goodyear facilities located in coastal or flood zones	21	15	15
Advanced Mobility					
		Advancing Tire Performance	2022	2021	2020
302-5 ³	Reductions in energy requirements of products and services	% reduction in rolling resistance - global consumer tire portfolio (2005 baseline)	32.9%	32%	31%
		% reduction in weight - global consumer tire portfolio (2005 baseline)	9.4%	8.8%	8.2%
416-1 ³	Product health and safety	% of product categories for which health and safety impacts are assessed	100%	100%	100%
416-2 ⁴	Incidents of non-compliance concerning product health and safety	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0
417-1 ⁴	Requirements for product and service information and labeling	Percentage of significant product or service categories are covered by and assessed for compliance with procedures for product and service information labeling Goodyear's procedures for communicating product information do not require disclosing the sourcing of product components, material content of products, or disposal of products. The warranty literature provided, or made available to consumers, includes sections on tire care and proper tire maintenance and applicable safety warnings for consumers to follow for the safe use of our products and to prevent or reduce the likelihood of property damage, serious injury or death. Baseline established in 2020.	100%	100%	100%
417-2 ⁴	Incidents of non-compliance concerning product information and labeling	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0
417-3 ¹⁸	Incidents of non-compliance concerning marketing communications	Total number of incidents	0	0	0
		Incidents of non-compliance with regulations resulting in a fine or penalty	0	0	0
		Incidents of non-compliance with regulations resulting in a warning	0	0	0
		Incidents of non-compliance with voluntary codes	0	0	0

³ Goodyear data only.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁸ Goodyear data only. Representative of North America and Canada only.



DATA TABLE

Inspiring Culture						
		Associates	2022	2021	2020	
2-7 ⁴	Number of associates	Global Total	71,377	59,984	59,741	
	% of associates- Male	Global Percentage	87%	87%	N/A ¹⁹	
	% of associates- Female	Global Percentage	13%	13%	N/A ¹⁹	
	% of associates- Gender not specified	Global Percentage	0%	0%	N/A ¹⁹	
	% of associates- Permanent	Global Percentage	99%	99%	N/A ¹⁹	
	% of associates- Temporary	Global Percentage	1%	1%	N/A ¹⁹	
	% of associates- Full-time	Global Percentage	99%	99%	N/A ¹⁹	
	% of associates- Part-time	Global Percentage	1%	1%	N/A ¹⁹	
	% of associates- < 30 year old	Global Percentage	21%	19%	N/A ¹⁹	
	% of associates- 30 - 50 year old	Global Percentage	55%	56%	N/A ¹⁹	
	% of associates- > 50 year old	Global Percentage	24%	25%	N/A ¹⁹	
	Male	Total associates		61,874	51,974	52,122
		Permanent associates		61,199	51,328	51,530
		Temporary associates		675	646	592
		Full-time associates		61,435	51,651	51,765
		Part-time associates		439	323	357
	Female	Total associates		9,462	7,959	7,562
		Permanent associates		9,213	7,720	7,374
		Temporary associates		249	239	188
		Full-time associates		9,188	7,703	7,321
Part-time associates			274	256	241	

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁹ Baseline established in 2020.

DATA TABLE

2-7 ⁴	Gender not specified	Total associates	41	51	57
		Permanent associates	40	51	57
		Temporary associates	1	0	0
		Full-time associates	40	50	55
		Part-time associates	1	1	2
	Americas	Total associates	36,956	29,404	28,995
		Permanent associates	36,570	29,027	28,663
		Temporary associates	386	377	332
		Full-time associates	36,664	N/A ¹⁶	N/A ¹⁶
		Part-time associates	292	N/A ¹⁶	N/A ¹⁶
	Europe, Middle East, Africa	Total associates	23,460	21,812	22,114
		Permanent associates	23,046	21,449	21,754
		Temporary associates	414	363	360
		Full-time associates	23,057	N/A ¹⁶	N/A ¹⁶
		Part-time associates	403	N/A ¹⁶	N/A ¹⁶
	Asia-Pacific	Total associates	10,961	8,768	8,632
		Permanent associates	10,836	8,623	8,544
		Temporary associates	125	145	88
		Full-time associates	10,942	N/A ¹⁶	N/A ¹⁶
		Part-time associates	19	N/A ¹⁶	N/A ¹⁶
2-8 ²	Workers who are not employees	Number of workers who are not employees and whose work is controlled by the organization North America only.	1,889	N/A ¹⁶	N/A ¹⁶
2-30 ⁴	Collective bargaining	% of associates covered by collective bargaining agreements	58%	60%	60%

² Goodyear and Cooper combined data.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁶ Started reporting in 2022.



DATA TABLE

		New Employee Hires	2022	2021	2020
401-14	Global	Number of new hires- Global Total	17,317	12,657	N/A ¹⁷
		Number of new hires- Male	14,789	10,711	N/A ¹⁷
		Number of new hires- Female	2,528	1,940	N/A ¹⁷
		Number of new hires- Gender not specified	0	6	N/A ¹⁷
		Number of new hires- < 30 years old	9,839	7,521	N/A ¹⁷
		Number of new hires- 30 - 50 years old	6,467	4,468	N/A ¹⁷
		Number of new hires- > 50 years old	1,011	668	N/A ¹⁷
		New hire rate- Global Total	24%	21%	N/A ¹⁷
		New hire rate- Male	24%	21%	N/A ¹⁷
		New hire rate- Female	27%	25%	N/A ¹⁷
		New hire rate- < 30 years old	69%	65%	N/A ¹⁷
		New hire rate- 30 - 50 years old	16%	13%	N/A ¹⁷
		New hire rate- > 50 years old	6%	4%	N/A ¹⁷
		Americas	Number of new hires- Male	9,245	6,945
	Number of new hires- Female		1,432	1,113	687
	Number of new hires- Gender not specified		0	6	15
	Number of new hires- < 30 years old		5,987	4,730	3,337
	Number of new hires- 30 - 50 years old		3,948	2,801	2,255
	Number of new hires- > 50 years old		742	533	465
	New hire rate- Male		29%	27%	21%
	New hire rate- Female		31%	30%	19%
	New hire rate- < 30 years old		71%	72%	52%
	New hire rate- 30 - 50 years old		22%	20%	16%
New hire rate- > 50 years old	7%	6%	5%		

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.



DATA TABLE

401-14	Europe, Middle East, Africa	Number of new hires- Male	3,843	2,571	1,810
		Number of new hires- Female	693	551	362
		Number of new hires- < 30 years old	2,640	1,924	1,316
		Number of new hires- 30 - 50 years old	1,673	1,126	810
		Number of new hires- > 50 years old	223	72	46
		New hire rate- Male	19%	13%	9%
		New hire rate- Female	23%	20%	13%
		New hire rate- < 30 years old	68%	56%	36%
		New hire rate- 30 - 50 years old	12%	9%	6%
		New hire rate- > 50 years old	4%	1%	1%
	Asia-Pacific	Number of new hires- Male	1,701	1,195	734
		Number of new hires- Female	403	276	206
		Number of new hires- < 30 years old	1,212	867	503
		Number of new hires- 30 - 50 years old	846	541	403
		Number of new hires- > 50 years old	46	63	34
		New hire rate- Male	19%	16%	10%
		New hire rate- Female	24%	22%	16%
		New hire rate- < 30 years old	61%	56%	33%
		New hire rate- 30 - 50 years old	11%	9%	6%
		New hire rate- > 50 years old	4%	6%	4%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.



DATA TABLE

		Employee Turnover	2022	2021	2020
401-14	Global	Turnover number- Global Total	16,140	12,220	N/A ¹⁷
		Turnover number- Male	13,840	10,706	N/A ¹⁷
		Turnover number- Female	2,300	1,510	N/A ¹⁷
		Turnover number- Gender not specified	0	4	N/A ¹⁷
		Turnover number- < 30 years old	7,012	5,472	N/A ¹⁷
		Turnover number- 30 - 50 years old	6,239	4,372	N/A ¹⁷
		Turnover number- > 50 years old	2,889	2,376	N/A ¹⁷
		Turnover rate- Global Total	23%	20%	N/A ¹⁷
		Turnover rate- Male	22%	21%	N/A ¹⁷
		Turnover rate- Female	25%	19%	N/A ¹⁷
		Turnover rate- < 30 years old	49%	48%	N/A ¹⁷
		Turnover rate- 30 - 50 years old	16%	13%	N/A ¹⁷
		Turnover rate- > 50 years old	17%	16%	N/A ¹⁷
		Americas	Turnover number- Male	8,474	6,673
	Turnover number- Female		1,337	807	700
	Turnover number- Gender not specified		0	4	9
	Turnover number- < 30 years old		4,453	3,574	2,561
	Turnover number- 30 - 50 years old		3,454	2,555	2,455
	Turnover number- > 50 years old		1,904	1,355	1,562
	Turnover rate- Male		26%	26%	23%
	Turnover rate- Female		29%	22%	20%
	Turnover rate- < 30 years old		53%	55%	40%
Turnover rate- 30 - 50 years old	19%		18%	17%	
Turnover rate- > 50 years old	19%	16%	18%		

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.



DATA TABLE

401-1 ⁴	Europe, Middle East, Africa	Turnover number- Male	3,869	2,962	2,304
		Turnover number- Female	642	449	348
		Turnover number- < 30 years old	1,809	1,436	960
		Turnover number- 30 - 50 years old	1,888	1,143	912
		Turnover number- > 50 years old	814	832	780
		Turnover rate- Male	19%	15%	12%
		Turnover rate- Female	21%	16%	13%
		Turnover rate- < 30 years old	47%	42%	27%
		Turnover rate- 30 - 50 years old	14%	9%	7%
		Turnover rate- > 50 years old	14%	15%	14%
	Asia-Pacific	Turnover number- Male	1,497	1,071	834
		Turnover number- Female	321	254	202
		Turnover number- < 30 years old	750	462	337
		Turnover number- 30 - 50 years old	897	674	548
		Turnover number- > 50 years old	171	189	151
		Turnover rate- Male	16%	14%	11%
		Turnover rate- Female	19%	20%	16%
		Turnover rate- < 30 years old	38%	30%	22%
		Turnover rate- 30 - 50 years old	12%	11%	9%
		Turnover rate- > 50 years old	15%	19%	16%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.



DATA TABLE

		Talent Development	2022	2021	2020
404-1 ³	Average hours of training per associate	Global Total	15.53	13.73	13.00
		Male	15.23	13.51	12.70
		Female	17.48	15.20	14.79
		Salaried	15.04	14.23	14.62
		Hourly	15.71	13.53	12.37
		Management	17.78	17.62	14.65
		Individual contributors	15.33	13.39	12.86
Non-GRI ³	Training Expenses	Total amount of money spent on training during the reporting period (USD)	21,903	20,534	N/A ¹⁷
	Training	Number of associates trained in Better-Up Coaching Program	254	316	1,444
		Number of Virtual Courses completed through Global Content Providers	11,363	14,655	18,243
		Number of associates who completed the formal two-week Plant Optimization Academy	235	203	215 ²⁰
		Number of associates who completed Plant Optimization Academy e-learning courses	24,102	21,486	20,421

³ Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.

²⁰ Virtual academies offered, which allowed for larger population.



DATA TABLE

		Diversity and Inclusion	2022	2021	2020
405-1 ⁴	Number of governance body members	Total	12	14	N/A ¹⁷
		Male	8	10	9
		Female	4	4	3
		< 30 years old	0	0	0
		30 - 50 years old	0	0	0
		> 50 years old	12	14	12
	% of governance bodies	Male	67%	71%	75%
		Female	33%	29%	25%
		< 30 years old	0%	0%	0%
		30 - 50 years old	0%	0%	0%
		> 50 years old	100%	100%	100%
	Number of salaried employees	Total	18,920	17,030	N/A ¹⁷
		Male	13,587	12,253	12,202
		Female	5,329	4,774	4,594
		Gender not specified	4	3	4
		< 30 years old	2,721	2,486	2,317
		30 - 50 years old	11,177	9,969	9,807
		> 50 years old	5,022	4,575	4,676
	% of salaried employees	Total	27%	28%	N/A ¹⁷
		Male	72%	72%	73%
		Female	28%	28%	27%
		Gender not specified	0%	0%	0%
		< 30 years old	14%	15%	14%
		30 - 50 years old	59%	58%	58%
		> 50 years old	27%	27%	28%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.



DATA TABLE

405-1 ⁴	Number of hourly employees	Total	52,457	42,954	N/A ¹⁷
		Male	48,287	39,721	39,920
		Female	4,133	3,185	2,968
		Gender not specified	37	48	53
		< 30 years old	11,946	9,217	9,012
		30 - 50 years old	28,548	23,474	23,441
		> 50 years old	11,963	10,263	10,488
	% of hourly employees	Total	73%	72%	N/A ¹⁷
		Male	92%	93%	93%
		Female	8%	7%	7%
		Gender not specified	0%	0%	0%
		< 30 years old	23%	21%	21%
		30 - 50 years old	54%	55%	55%
		> 50 years old	23%	24%	24%
	Number of managers	Total	5,280	4,865	N/A ¹⁷
		Male	4,214	3,936	3,863
		Female	1,066	929	871
		Gender not specified	0	0	0
		< 30 years old	122	128	123
		30 - 50 years old	3,472	3,202	3,060
		> 50 years old	1,686	1,535	1,551

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.

DATA TABLE

405-1 ⁴	% of management	Total	7%	8%	N/A ¹⁷
		Male	80%	81%	82%
		Female	20%	19%	18%
		Gender not specified	0%	0%	0%
		< 30 years old	2%	3%	3%
		30 - 50 years old	66%	66%	65%
		> 50 years old	32%	31%	33%
	Number of individual contributors	Total	66,097	55,119	N/A ¹⁷
		Male	57,660	48,038	48,259
		Female	8,396	7,030	6,691
		Gender not specified	41	51	57
		< 30 years old	14,545	11,575	11,206
		30 - 50 years old	36,253	30,241	30,188
		> 50 years old	15,299	13,303	13,613
	% of individual contributors	Total	93%	92%	N/A ¹⁷
		Male	87%	87%	88%
		Female	13%	13%	12%
		Gender not specified	0%	0%	0%
		< 30 years old	22%	21%	20%
		30 - 50 years old	55%	55%	55%
		> 50 years old	23%	24%	25%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.



DATA TABLE

Non-GRI ⁴	% of U.S. workforce self-identified as:	Black or African American	20%	20%	19%
		Latino or Hispanic	10%	10%	11%
		American Indian or Alaska Native	2%	2%	2%
		Asian	2%	3%	3%
		Native Hawaiian or Other Pacific Islander	1%	1%	0%
		White	62%	61%	61%
		Two or More Races	2%	2%	2%
		Not Specified	1%	1%	1%
	Employee Resource Groups	Number of ERG members globally	3,500	3,300	3,065
		Number of ERG chapters globally	38	38	32
	Recruiting and hiring	% of recruiters who are AIRS Diversity & Inclusion Certified (Americas & Executive team)	75%	82%	N/A ²¹
	Veterans at Goodyear	% of military veterans in Goodyear's U.S. workforce	8%	7%	6.8%
	Positions filled internally	% of open positions filled by internal candidates	84%	84%	80%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

²¹ Due to COVID, furloughs and business conditions, re-certifications were delayed until 2021.



DATA TABLE

		Anti-Corruption	2022	2021	2020
2-16 ⁴	Communication of critical concerns	Total number and nature of critical concerns that were communicated to the highest governance body	Goodyear discloses all material matters in its public filings with the Securities and Exchange Commission.	Confidentiality constraints	Confidentiality constraints
205-1 ⁴	Operations assessed for risks related to corruption	Total number of operations assessed for risks related to corruption	1,423	1,484 ²²	1,381 ²²
		Percentage of operations assessed for risks related to corruption	100%	100%	100%
205-2 ⁴	Total number of governance body members communicated to about anti-corruption	Global total	12	14	12
		Americas	11	13	11
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia-Pacific	1	1	1
	% of governance body members communicated to about anti-corruption	Global total	100%	100%	100%
		Americas	100%	93%	92%
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia-Pacific	100%	7%	8%
	Total number of employees communicated to about anti-corruption	Global total	71,377	59,984	59,741
		Americas	36,956	29,404	28,995
		Europe, Middle East, Africa	23,460	21,812	22,114
		Asia-Pacific	10,961	8,768	8,632
		Salaried associates	18,920	17,030	16,800
		Hourly associates	52,457	42,954	42,941
Management		5,280	4,865	4,734	
Individual contributors		66,097	55,119	55,007	

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

²² Restated correct number of facilities

DATA TABLE

205-2 ⁴	% of employees communicated to about anti-corruption	Global total	100%	100%	100%
		Americas	100%	100%	100%
		Europe, Middle East, Africa	100%	100%	100%
		Asia-Pacific	100%	100%	100%
		Salaried associates	100%	100%	100%
		Hourly associates	100%	100%	100%
		Management	100%	100%	100%
		Individual contributors	100%	100%	100%
	Total number of business partners communicated to about anti-corruption <small>"Business partners" includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Global total	32,201	30,818	31,583
		Americas	13,028	11,724	12,098
		Europe, Middle East, Africa	11,840	11,896	12,164
		Asia-Pacific	7,333	7,198	7,403
	% of business partners communicated to about anti-corruption <small>"Business partners" includes active suppliers plus certain active customers (those that, based on certain criteria, are part of Goodyear's anti-bribery due diligence process)</small>	Global total	100%	100%	100%
		Americas	100%	100%	100%
		Europe, Middle East, Africa	100%	100%	100%
		Asia-Pacific	100%	100%	100%
	Total number of governance body members trained on anti-corruption	Global total	12	14	12
		Americas	11	13	11
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia-Pacific	1	1	1
	% of governance body members trained on anti-corruption	Global total	100%	100%	100%
		Americas	100%	93%	92%
		Europe, Middle East, Africa	N/A	N/A	N/A
		Asia-Pacific	100%	7%	8%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.



DATA TABLE

205-2 ⁴	Total number of employees trained on anti-corruption	Global total	23,810	25,108	15,498
		Americas	16,365	14,864	6,299
		Europe, Middle East, Africa	3,448	6,478	6,238
		Asia-Pacific	3,997	3,766	2,961
		Salaried associates	9,227	14,699	15,222
		Hourly associates	14,583	10,409	276
		Management Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.	N/A ²³	4,483	4,494
		Individual contributors Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.	N/A ²³	10,216	10,278
	% of employees trained on anti-corruption	Global total	33%	42%	26%
		Americas	45%	51%	22%
		Europe, Middle East, Africa	15%	30%	28%
		Asia-Pacific	37%	43%	34%
		Salaried associates	49%	86%	91%
		Hourly associates	28%	24%	1%
		Management Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.	N/A ²³	97%	95%
Individual contributors Includes salaried associates only. Management vs. individual contributor breakdown not available for hourly associates trained.		N/A ²³	82%	20%	

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

²³ Due to the transition of this training from online to in person in 2022, information on management-level participants and individual participants was not available across all locations.



DATA TABLE

205-3 ⁴	Confirmed incidents of corruption and actions taken	Total number of confirmed incidents of corruption	Allegations of corruption/bribery are formally investigated to conclusion. The investigation results are provided to pertinent stakeholders for remediation and corrective action.	Confidentiality constraints	Confidentiality constraints
		Total number of confirmed incidents in which employees were dismissed or disciplined for corruption	Allegations of corruption/bribery are formally investigated to conclusion. The investigation results are provided to pertinent stakeholders for remediation and corrective action.	Confidentiality constraints	Confidentiality constraints
		Total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption	Allegations of corruption/bribery are formally investigated to conclusion. The investigation results are provided to pertinent stakeholders for remediation and corrective action.	Confidentiality constraints	Confidentiality constraints
Non-GRI ⁴	Business conduct manual training	% of associates who have completed Business Conduct Manual training	98%	99%	99%

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

DATA TABLE

		Community Engagement	2022	2021	2020
413-1	Local community engagement	% of operations with implemented local community engagement ⁴ Does not include retail, retreading or distribution locations at this time.	61%	44%	56%
Non-GRI		Number of Goodyear locations participating in Global Week of Volunteering ⁴	30	8	N/A ²⁴
		Hours of associate volunteer service ³	11,000	9,500	7,250
		Total value of associate volunteer efforts ³	\$640,000	\$600,000	\$600,000
		Community organizations served through associate volunteer efforts ³	118	96	93
Philanthropic Activities ³ Data reflects Corporate Philanthropy Budget; Does not include business unit budgets	Percentage of corporate citizenship/philanthropic contributions used for charitable donations	17%	10%	N/A ¹⁷	
	Percentage of corporate citizenship/philanthropic contributions used for community investments	70%	78%	N/A ¹⁷	
	Percentage of corporate citizenship/philanthropic contributions used for commercial initiatives	13%	12%	N/A ¹⁷	

³ Goodyear data only.

⁴ 2022 Goodyear and Cooper combined data; 2021-2020 Goodyear data only.

¹⁷ New baseline established in 2021. Will continue reporting in future years.

²⁴ No global week of volunteering in 2020 due to COVID-19 pandemic.

ESTABLISHED GOAL SUMMARY

	Baseline		Goal		Performance		
	Year	Start (%)	Year	Target (%)	2020	2021	2022
Sustainable Sourcing Goals							
% raw material spend traceability	2018	0%	2025	50%	0%	0%	6.5%
% of natural rubber suppliers audited	2018	79%	Ongoing	100%	91%	100%	100%
% petroleum-derived oils used	N/A	N/A	2040	0%	98.3%	98%	98%
Responsible Operations Goals							
Total Incident Rate (TIR)	2018	1.96	2023	0.95	1.80	2.10	2.05
Serious Injury (SI) Rate	2018	0.04	2023	0.00	0.03	0.02	0.06
Number of environmental compliance violations and reportable environmental releases	2018	9	2028	0	8	25	8
% reduction in Scope 1 and 2 emissions	2019	0%	2030	-46%	N/A	-2.4%	*CDP 2023 response
% reduction in relevant Scope 3 emissions	2019	0%	2030	-28%	N/A	3.5%	*CDP 2023 response
% renewable energy at all manufacturing facilities	2019	0%	2040	100%	3.7%	17%	34%
% reduction to achieve net-zero value chain greenhouse gas (GHG) emissions	2019	0%	2050	-100%	N/A	2%	*CDP 2023 response
% reduction in global water consumption	2020	0%	2030	-30%	N/A	-12%	-19%
Advanced Mobility Goals							
% reduction in rolling resistance - global consumer tire portfolio	2005	0%	2025	-40%	-31%	-32%	-32.9%
% reduction in weight - global consumer tire portfolio	2005	0%	2025	-9%	-8.2%	-8.8%	-9.4%
Inspiring Culture Goal							
% of associates globally with access to GoodLife platform	2018	34%	2023	100%	72%	100%	Achieved in 2021

*We stopped disclosing our goal of tobacco-free campuses by 2025 in our 2021 CRR. This goal is under review as a result of organizational changes.