



2023 GOODYEAR RACING MEDIA GUIDE





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### MIKE SIBERINI TRACKSIDE CONTACT



Mike Siberini started with Goodyear in 1999 as a PR rep with the NASCAR Truck Series, followed by a move to Cup Series in 2001 and has since been Goodyear's PR rep at every Cup race. He also does freelance TV production work. Prior to a PR stint in NASCAR in 1997, Siberini also worked with several professional soccer franchises.

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**STEVE  
MCLELLAN**  
PRESIDENT,  
GOODYEAR  
AMERICAS

It is fitting that 2023 marks major milestones for both NASCAR and Goodyear as we celebrate our 75th and 125th anniversaries respectively. Our shared history began in 1954 and has resulted in one of the longest partnerships in racing history. We are united by a spirit of innovation that drives us both and will continue to take a front seat in 2023.

Goodyear is honored to play an integral role in driving performance on the racetrack, and we appreciate all you do to share our stories with motorsport fans all over the world. We look forward to more exciting coverage in 2023.

*Steve McClellan*

# HOW A NASCAR TIRE IS MADE



## MATERIALS

Dozens of distinct ingredients come together in the process of making a NASCAR race tire.

1



## ENGINEERED COMPONENTS

In-house engineers design and associates build all the components that make up a race tire, including the bead, sidewall, body plies, belts, overlay and tread.

2



## TIRE BUILDING

Skilled tire builders at Goodyear's Innovation Center Manufacturing (ICM) facility in Akron, Ohio hand build each NASCAR tire to meet precise specifications.

3



## RFID CHIP

A radio frequency identification (RFID) chip is embedded in the sidewall of each NASCAR radial tire to track the tire throughout its life cycle.

4



## CURING

Tires are exposed to high temperatures and pressure to bind the components, as well as give the tires their recognizable shape.

5



## FINAL FINISH

Tires are trimmed and inspected by hand for quality control.

6



## DECALS

The distinctive yellow Goodyear Eagle lettering is applied to each NASCAR tire.

7



## QUALITY SYSTEMS

Throughout the manufacturing process, components and tires are subjected to numerous checks to ensure uniformity and quality, including manual and visual inspections, testing and X-ray.

8

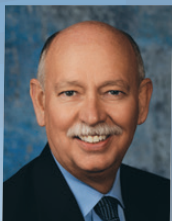


## SHIPPING & DELIVERY TO TRACKS

After a NASCAR tire is built, cured and inspected, it is off to the race track.

9

# GOODYEAR RACING STAFF



## STU GRANT

GENERAL MANAGER,  
GLOBAL RACE TIRES  
Iowa State (1972); Joined Goodyear 1972

Stu is now in his 50th year of service with The Goodyear Tire & Rubber Company. He joined Goodyear after graduating from Iowa State University with a degree in chemical engineering. After a year with aircraft tire development, he moved to Goodyear's racing division in 1973 as a racing tire engineer. Stu was named chief compounder in 1978 and manager of racing tire development programs in 1983. He transferred to passenger tires in 1991 and then to Kelly-Springfield as marketing manager of light truck tires. Stu returned to racing in 1994 as director of racing tire sales and marketing. In February 1996, he was named general manager of global race tires.



## GREG STUCKER

DIRECTOR, RACE TIRE SALES  
Vanderbilt University (1979);  
Joined Goodyear 1979

Greg joined Goodyear in 1979 following his graduation from Vanderbilt University with a degree in mechanical engineering. After a year on the technical squad, he joined the racing division in 1980, moving from short track and NASCAR tire development to group leader for Indy cars in 1983. In 1986, Greg was named chief engineer in racing. Following three years in original equipment passenger tire engineering, he returned to racing in October 1998 as manager of race tire product development. Greg was promoted to director of race tire sales and marketing in October 2000 and director of sales in 2007.



## RICK HEINRICH

ACCOUNT MANAGER, NASCAR  
Western Illinois University (1985); Joined  
Goodyear 1985

Rick joined Goodyear's retail store division in 1985 after graduating from Western Illinois University with a degree in business. Rick moved to Goodyear's headquarters in Akron in 1990 as an accountant in retail operations and after three years, he was named operations manager for the Commercial Tires Centers. He joined the Goodyear racing division in 2002, where he managed the distribution and service of race tires for NASCAR's top three divisions. In 2008, Rick became the sales account manager for NASCAR.



## JUSTIN FANTOZZI

OPERATIONS MANAGER, RACING  
University of Cincinnati (1998); University  
of Akron (2002); Joined Goodyear 1996

Justin joined Goodyear's racing division after graduating from the University of Cincinnati with a degree in chemical engineering. His race engineering career included tire compounding and tire design in the sports car, dirt and open-wheel venues. Justin received an MBA in marketing from the University of Akron in 2002, at which time he was assigned as the field sales manager for dirt and asphalt short track and then stock cars. In 2007, he was named marketing manager. In 2014, he was named to his current role as operations manager.



## ART CLEVER

MANAGER, RACE EVENT OPERATIONS  
U.S. Navy veteran; Joined Goodyear 2005

After beginning his Goodyear career as a retail store manager in 2005, Art transitioned to Goodyear Racing in 2007 as Warehouse Manager, responsible for logistics and shipping tires for all NASCAR events. He was promoted in 2015 to Manager of Logistics & Distribution, managing and overseeing the inventory control group. During that assignment, he also managed and coordinated the launch of the race tire team portal for pre-mount ordering. He was promoted to his current position in December 2022, where he has several responsibilities – coordinating all orders for pre-mounting of NASCAR race and test events, managing and coordinating all track set-up/footprint/logistics with NASCAR and managing the inventory control group.



## CHUCK DENNEY

SUPERVISOR, RACE OPERATIONS  
Rockingham Community College (1988);  
Joined Goodyear 2015

After working with the Richard Petty Driving Experience as Director of Mechanical Operations and Logistics for 14 years, Chuck joined Goodyear's Racing Division in January 2015. His first job inside the company was as Race Pre-mount Supervisor at Goodyear's Cornelius, NC facility, a position that he held for seven years. He was promoted to Supervisor of Race Operations in November 2022. In this role, he will supervise the logistics, inventory and race operations for all three NASCAR national series and the SRX series.

## GOODYEAR RACING STAFF, CONTINUED



### JUSTIN BARKER

SENIOR MANAGER, RACE TIRE PRODUCTION, DEVELOPMENT, & QUALITY  
Virginia Tech (1999); University of Akron (2007); Joined Goodyear 1999

Justin joined Goodyear full-time in 1999 after earning a Bachelor's degree in Engineering Mechanics from Virginia Tech. He spent his first decade split between being Performance Test Driver for Consumer OE development and Vehicle Dynamics Engineer for Light Tire Handling, while earning a Master's degree in Mechanical Engineering from University of Akron in 2007. He spent four years as Chief Engineer for Track Testing at Goodyear's Proving Grounds in San Angelo, Texas; followed by consecutive three-year stints as Chief Engineer for Consumer Tire development, Facility Manager at Goodyear's Proving Grounds in San Angelo and Senior Technical Project Manager for Consumer OE in Latin- and North America. He was promoted to his current role of Senior Manager for Race Tire Production & Quality in December 2022.



### MARK KETO

NASCAR PROJECT MANAGER  
Penn State University (1996); Joined Goodyear 1996

Mark joined Goodyear's racing group to work with the sports car development team after graduating from Pennsylvania State University with a degree in chemical engineering. By early 1997 he shifted to the NASCAR group, working as a tire compounder. Mark served as lead engineer of the NASCAR group between 2001-2011 and project leader for racing technology between 2011-2017. He was promoted to his current position in July 2017.



### ROBBIE KATZENMEYER

LEAD ENGINEER  
University of Akron (2011); Joined Goodyear 2011

Robbie joined Goodyear in 2011 after graduating from the University of Akron with a degree in Mechanical Engineering earlier that year. He started in Goodyear's Innovation Center Manufacturing facility as a Quality Technology Engineer before being named NASCAR Designer in 2016. He was promoted to his current position this past off season.



### SHANNON BAKER

PROJECT LEADER,  
ADVANCED ENGINEERING GROUP  
GMI Engineering & Management Institute (2001); Joined Goodyear 2002

Shannon joined Goodyear racing's advanced engineering group after graduating from GMI with a mechanical engineering degree. He was responsible for force and moment testing and the implementation of radio frequency identification (RFID) technology in NASCAR. Between 2014-2017, Shannon served as lead engineer of Goodyear's tire vehicle mechanics group before an August 2017 promotion to his current position developing advanced technologies for the racing group.



### BILL BEDONT

LEAD ENGINEER, DRAG & SPORTS CAR RACING  
University of Pittsburgh (1999), University of Akron (2003); Joined Goodyear in 1999

Bill joined Goodyear in 1999 with a degree in mechanical engineering. He initially worked in the global engineering group on extruders while getting his Masters degree in mechanical engineering from the University of Akron. He joined the race group in 2003 as a drag designer until 2007. Bill re-joined the race division as lead engineer for drag and sports car tires in 2019.



### TODD ROGERS

SALES ACCOUNT MANAGER,  
DRAG RACING  
Western Carolina University (2005); Joined Goodyear 2006

Todd joined Goodyear racing with the inventory control group in 2006 after graduating from Western Carolina University with a degree in sports management. In 2011, he became the sales account manager for the NASCAR Camping World Truck Series, K&N Pro Series (East and West) and the Canadian Tire Series. In 2017, Todd took on the role of sales account manager, Drag Racing.



### JAY CHAPMAN

SALES ACCOUNT MANAGER  
University of Akron (2000); Joined Goodyear 2017

During his academic career, Jay earned a degree in business management from the University of Akron and a motorsports management certificate from Sports Management Worldwide. He began his Goodyear career working in its retail stores, starting as a general service tech and working his way up to assistant store manager. He joined the racing group in 2017 and currently oversees Goodyear's involvement in sports car racing, as well as the NASCAR Craftsman Truck Series.

## GOODYEAR 2023 RACING SEASON OVERVIEW

Auto racing has been a major part of the American sports scene for more than a century, and The Goodyear Tire & Rubber Company – in its 125th year of existence – has been there every step of the way.

“The sport of auto racing has been around ever since the second automobile was built,” said Stu Grant, Goodyear’s general manager of global race tires. “It’s taken on many forms since the time that Henry Ford competed in 1901, but it’s always been part of the heritage of America. And it’s always been part of Goodyear – beginning, of course, with Henry Ford, but followed a short time later with our first Indianapolis 500 win as a company in 1919.”

Americans’ connection to their personal cars, combined with an obvious passion for competitive sports, fuels their intense interest in motorsports.

“Nearly every adult has the opportunity to drive an automobile so the connection between man and machine is widespread, and taking the next step to racing is an easy one,” said Grant. “If you are an auto company, you have to race. And the same goes for tires. If you are a tire company you have to race. Period.

“Our company was the dominant tire company in motorsports until the war years, but then returned in the mid 1950s and again rose to the top in nearly every form of auto racing in America.”

Success breeds success, but it takes a lot to get there in the first place – will, effort, innovation and commitment. It’s not enough to just be involved in auto racing – striving to be the best has to become a priority. And doing that in the top racing series in the country is the proving ground.

“NASCAR and NHRA remain the focus of our efforts in the U.S., and we couldn’t be more pleased with our involvement and our relationship with those two sanctioning bodies,” said Grant. “The NASCAR fan base is huge, and data continues to show that they are loyal to brands that are in the sport. So the NASCAR/Goodyear connection works for us. By the same token, NHRA fans own multiple vehicles, are keenly aware of the brand of tires on their car, the brand of tires in NHRA and make up a different slice of motorsports fans than NASCAR. So NHRA is an important property for us as well, and that goes for all the series and disciplines we’re currently involved in.”

Goodyear does indeed have a diverse number of series it is affiliated with. Below is listing of all those series and motorsports projects the company is working with in 2023.

### NASCAR

It is a year of anniversaries for both Goodyear and NASCAR. And the combination of the two has been together for an amazing 69 years.

“It is not insignificant that 2023 marks the 125th anniversary of the Goodyear Tire & Rubber Company and also marks the 75th anniversary of NASCAR,” said Grant. “We’ve been a continuous tire supplier to NASCAR for 69 years – a relationship that is longer than any other company involved with NASCAR. In fact, our 69-year relationship with NASCAR is one of the longest running associations in all of sports – not just motorsports.”

While NASCAR is celebrating its 75 years, it is some very recent history that has fans excited. Last season was the first for the Next Gen car in the Cup Series, and it was an extremely successful debut. A total of 19 different drivers won Cup races in 2022 in one of the most competitive seasons in the sport’s history.

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## RACING SEASON OVERVIEW, CONTINUED

“The 2022 season marked the introduction of the NASCAR Next Gen car with its independent suspension and 18-inch tires,” said Grant. “That project was the culmination of a two-and-a-half year development program that was extremely challenging for our engineers. But looking back on the season, we are all very proud of what we accomplished and proud of what the industry accomplished. The new car looks super good and produced some fantastic on-track racing. And in the end, it’s all about the fans – as it should be – and I think we delivered a product that the fans enjoyed.”

“I think to gauge the success of the Next Gen project, you have to look at it from an industry perspective,” added Greg Stucker, Goodyear’s director of racing. “It was a collaborative effort involving many parties, resulting in a new vehicle designed from the ground up. I think the results are obvious – the racing on track was tremendously competitive, the parity in the garage was unequalled and I believe Goodyear’s contribution of an all new tire was spot on. Remember, we are the first tire company to develop an 18-inch package to operate in the high speed, sustained high loading environment of stock cars on oval tracks, and I’m very proud of what we delivered.”

Joey Logano won his second career Cup championship in 2022, while Ty Gibbs and Zane Smith capped off great seasons by winning titles in the Xfinity and Truck Series, respectively.

## NHRA

The other full-time, months-long racing series in which Goodyear is involved is the National Hot Rod Association (NHRA).

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## RACING SEASON OVERVIEW, CONTINUED

“NHRA drag racing has long been a major part of our racing program,” said Grant. “The fans of the NHRA are intensely loyal to the sport and the companies that participate in it. These fans are very knowledgeable about their cars and what it takes to keep them running, including the tires. That personal connection makes it a fun series to be involved with.”

“Drag tires are as unique in the racing world as the vehicles they’re used on,” said Stucker. “It’s true the tire’s purpose is to transmit power to the ground, just like any other tire, but the manner in which that is done varies dramatically from the ranks of the bracket and sportsman racers up to Top Fuel Dragsters and Funny Cars. Our job as tire supplier is to develop the combination that helps solve that equation for every racer.”

The NHRA always provides fun and competitive drag racing for its fans. Last season did that again and saw a strong group of champions crowned on Goodyear tires.

“Brittany Force raced to her second Top Fuel championship in 2022,” said Todd Rogers, Goodyear’s sales account manager for drag racing. “Her impressive season included five race wins and 10 No. 1 qualifying efforts. Brittany and crew chief David Grubnic made a formidable pair, with the duo setting speed records at multiple NHRA tracks. She also reset her own Top Fuel speed record with a pass of 338.94 mph at the season finale at Pomona.

“Ron Capps picked up his third NHRA Funny Car title last season. In his first season as an owner-driver, Ron raced to five victories and nine final round appearances. He was the first driver to win back-to-back titles in the class in 20 years, and he will surely move into 2023 as one of the top title contenders again.

“Erica Enders raced to her fifth Pro Stock championship in dominating fashion, doing so with a 242-point cushion. The team’s performance in the countdown never wavered, appearing in five of the six possible final rounds. Erica now takes her place as one of the all-time greats of the Pro Stock class with her performance in 2022.”

In addition to the Pro classes in the Camping World Drag Racing Series, Goodyear was well represented throughout the Sportsman class Lucas Oil Drag Racing Series. Goodyear drivers Joey Severance (Top Alcohol Dragster), Bob Locke (Super Gas), Jimmy Hidalgo Jr. (Stock Eliminator) and Ryan Priddy (Competition Eliminator) all took home titles in 2022.

Along with all the race wins and championships, another high point of the 2022 season came after Goodyear acquired Mickey Thompson Racing, and the two brands combined with one at-track presence to best serve race teams. That relationship will only build in the coming year.

“We’re excited to get the 2023 season going,” said Rogers. “We’re working closely with the team at Mickey Thompson and we’re really going to be able to expand our racing footprint this year. Working together, we’ll be able to cover the NHRA, PDRA, NMCA, NMRA and multiple big bracket races. By combining our efforts, we’re able to move closer to our overall goal of supporting more racers and races.”

Running an efficient operation is extremely important, as is engineering support and development. Goodyear’s drag racing tires have proven successful in the past, but bringing new products to the track is an important part of a dynamic racing program. *continued on next page*



## RACING SEASON OVERVIEW, CONTINUED

“Goodyear will debut a new 36-inch tire in 2023,” said Rogers. “The tire is geared around the Pro Mod and Top Alcohol Funny Car class. We’re really excited about the testing we did during the 2022 season and look forward to getting out there and helping racers collect more trophies.”

### SPORTS CAR

Sports car racing is perhaps the broadest, most diverse form of motorsports in the country.

“Last year we saw significant growth in our sports car tire sales,” said Grant. “It’s a large market with a wide variety of vehicle

classes and a wide variety of tire size requirements. We increased our sports car offerings last year and

intend to do the same in 2023. There probably is not a better form of racing to establish the track-to-street connection than sports car racing. Many racing classes don’t stray that far from street-legal cars, so the link to tire performance is a natural.”

“The diversity in sports car racing is a key element that makes it so attractive to competitors and fans,” said Stucker. “That diversity is also what makes it so challenging from a tire supply perspective. The tremendous range of vehicles, from small, lightweight formula cars to heavy, full-bodied sedans, requires an extensive tire line with a wide variety of sizes, compounds and constructions. It’s a great area in which to compete.”

Formula Car Challenge is a key element of Goodyear’s sports car program.

“Formula Car challenge saw a very strong and competitive season in 2022 with Formula Mazda taking the main stage,” said Jay Chapman, Goodyear’s sales account manager for sports car racing. “A total of 13 drivers competed in the 2022 season, making for a lot of competitive racing. Races were hosted by the San Francisco region of SCCA, with Bill Weaver taking the championship over Christian Okpysh and Brad Drew. Bill has won the Formula Mazda Championship in 11 of the last 13 years. He does meticulous car prep and works very hard at his race craft. He is not only dedicated to his own success, but is also a champion for the class by coaching others and promoting the fun and competitiveness of the Formula Mazda.

“Goodyear Racing continues to utilize a bias construction tire with a spec compound in FCC, proven over time to be fast, fun and very driver

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friendly. As we look towards the 2023 season, FCC sees growth in its future and will hold races inside both the San Francisco and CalClub regions.”

Another major part of Goodyear’s sports car program is the annual Sports Car Club of America Run-offs, with the 2022 version being run at the historic Virginia International Raceway.

“Goodyear Racing Eagles set two track records at the Run-offs this last season,” said Chapman. “Todd Slusher dropped the record in P1 by 1.073 seconds, while Tim Day Jr. backed that up in P2 by besting the record by 1.545 seconds. Additionally, fast times we set in GT1 with David Pinataric, GT3 with Jeff Dernehl, and Peter Shadowen in GTL. Goodyear went on to take overall wins in GTL with Peter Shadowen and Chip Romer in P1, with Chip also being a Super Sweep winner.”

## SRX

The new kid on the block in major American motorsports is the Superstar Racing Experience, entering its third season in 2023.

“We’re pleased to continue to be the tire supplier to the SRX series,” said Grant. “The series is moving to Thursday Night Thunder on ESPN, which I’m sure will expand the viewership beyond the already strong numbers it’s had in its first two seasons. The series is keeping its formula for success by choosing popular veteran drivers from all forms of racing, but this year they actually plan to include active NASCAR Cup drivers at selected races. That will only increase the excitement for the fans in attendance and the fans watching on TV.”

“In its short two-year existence, SRX has established itself among key racing series, and Goodyear is very proud of our involvement,” said Stucker. “What’s not to love – iconic asphalt and dirt short tracks, Thursday night racing, avid fans and the superstars of the sport competing on Goodyear tires. It’s awesome!”

The 2023 schedule features a continued event at Stafford Motor Speedway in Connecticut and a return to Eldora Speedway in Ohio after a one-year hiatus. First-year events will be held at Thunder Road Speedbowl (Vermont), Motor Mile Speedway (Virginia), Berlin Raceway (Michigan) and Lucas Oil Speedway (Missouri).

## COOPER RACING

Goodyear added another level of racing to its roster, after a major tire industry deal in 2022. *continued on next page*

## RACING SEASON OVERVIEW, CONTINUED



## RACING SEASON OVERVIEW, CONTINUED

“With our acquisition of Cooper Tire, we now have the Cooper ‘Road to Indy’ program in our portfolio,” said Grant. “Goodyear has a rich history in the Indy car area and it’s great to be a part of that again.”

### GARAGE 56

Some of the biggest names in the world of American motorsports have come together on the Garage 56 project, which just means that it was a natural fit for Goodyear to be involved.

“Another project that was added to our list in 2022 was the LeMans Garage 56 project,” said Grant. “At last year’s Daytona 500, Jim France asked us to be part of NASCAR’s

experimental entry to the 2023 ‘24 Hours of LeMans’ race. We, of course, were honored to be invited to participate – along with NASCAR, Hendrick Motorsports and Chevrolet. It’s been an extremely exciting project.

“The commitment and the energy level has been phenomenal. The race is coming up in June so we’re in the final stages of both car and tire development before we commit to tire production for the race, but we can’t wait to take the green flag at this year’s race. Goodyear already has a presence at LeMans, and we’ve had such a history of success there, it’s great to build on that heritage and add another chapter to the legacy.”

**GOODYEAR**

The Garage 56 project has been a monumental undertaking, with an immense amount of design, testing and development.

“The rules and regulations for LeMans have guided the car changes compared to the baseline, and it’s the same for the tire” said Justin Fantozi, Goodyear project manager for Garage 56. “We have focused on the three areas of tire engineering – tread compounds, carcass constructions and mold shape. We have also focused our engineering effort on ensuring that the vehicle can handle the wet conditions of LeMans. The team has done an amazing job designing and developing the complete tire package for Garage 56.”



## GOODYEAR CONTRIBUTING TO GARAGE 56 PROGRAM



Goodyear has partnered with NASCAR, Chevrolet and Hendrick Motorsports to field an entry in this year’s 24 Hours of LeMans race under the Garage 56 banner. The entry will be a modified version of a Next Gen car that is campaigned in the NASCAR Cup Series. The team has undergone an intensive testing program to ready the car and tires for the demands of endurance racing in both dry and wet conditions. The 2023 event is the 100th anniversary of the legendary 24 Hour of LeMans race.

## GOODYEAR BUILDS OFF SUCCESSFUL LAUNCH OF 18-INCH TIRE PROGRAM

The 2022 season was an historic one for the sport of NASCAR. Not only did the sanctioning body roll out its highly anticipated Next Gen car for its premier Cup Series, but Goodyear developed a brand new, 18-inch bead diameter tire as part of the redesign.

“In addition to developing an all new tire for the all new Next Gen platform, equally as challenging was educating the garage on the attributes and characteristics of this new tire package,” said Greg



Stucker, Goodyear’s director of racing. “Teams had developed an extensive playbook on the 15-inch tire over many years. The new tire, being wider and with much less sidewall height, performs differently. We conducted a great deal of testing to characterize the tire to start the season, and throughout the year as car set-ups evolved, and teams developed a new playbook for the new tire size. Communication and collaboration between Goodyear and the teams was never more important than in 2022.”

Having a plan early-on in the process put the project on the right course. After that, all participating parties worked together as an industry to advance the efforts.

“After the initial dimensions of the new tire size and car specifications were decided, a dual development process began that utilized both FEA analysis of

new designs and tire build iterations for lab testing,” explained Mark Keto, Goodyear’s NASCAR project manager. “The design evolution is an iterative process that begins well before any track testing occurs. As the car was going through the development process, the tires also evolved to handle the changing performance requirements.

“NASCAR, the OEMs and Goodyear worked together to decide the overall dimensions of the tire/wheel assembly to achieve the desired look of the new car, while also considering the overall potential performance provided by the new tire size. NASCAR provided expected car specifications that allowed us to begin the tire development process based on expected performance parameters of the new car design. We also utilized data from the OEMs and NASCAR to develop the testing parameters used to measure the tire performance in our test lab.”

Once lab testing was established and at-track testing began with the new car and tire, things naturally began to evolve.

“Initially, many different design ideas were investigated with a focus on meeting the expected performance requirements as defined by NASCAR and the OEMs,” said Keto. “As the process moved forward and track testing began, the design changes became more focused on fine-tuning the final constructions and compound requirements for the different types of tracks and track surfaces.”

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## 18-INCH TIRE PROGRAM, CONTINUED

“Because of the heavy testing schedule with the Next Gen car in the fall of 2021, we had a good understanding of expected tire performance leading into the season, compared to the Gen 6 car and the 15-inch tire set-up,”

Finally, after all the testing, development and modifications, it was time to get on track for points paying races last February, and that’s when the evaluation began.

“The car set-ups evolved quickly as the teams learned what set-up changes offered improved performance,” said Keto. “We were continually working to improve the performance of the tires so the tire set-ups could evolve as the car set-ups evolved and the performance parameters changed. We tested in the first half of the ’22 season at Charlotte, Pocono and Michigan and developed a new right-side construction we rolled into many tracks starting in July.”

That set up Goodyear for a busy “off” season, evaluating all of 2022 and preparing for 2023.

“The tire line-up is continuing to evolve based on what we learned last year,” said Keto. “The introduction of the new car led to some great racing early in 2022. The teams were basically starting with blank note books at the start of the season and the car set-ups evolved quickly as a result. Now that the industry has a year of learning with the new car, we’ll be able to further refine the tire set-ups to adapt to what the teams need for continued success on the race track.

“What we confirmed was that the wider, 18-inch tire provides a grip improvement and lower running

temperature than the 15-inch counterpart. As a result, we were able to soften up the compounds to further improve grip while maintaining optimum wear rates and operating temperatures.”

And all that continues to yield results, with specific enhancements planned for the coming season.

“A new road course set up will be introduced for the 2023 season, based on testing at COTA in January of 2023. The new set-up provides a grip improvement and an increased wear rate and was developed based on feedback from the drivers to improve competition on the race track. Tire tests are also planned for early-2023 at North Wilkesboro, Charlotte, Gateway and Michigan to further develop new designs and compounds.”

Overall, the Next Gen / 18-inch bead diameter tire program was a monumental undertaking for the sport. All parties worked together to accomplish the goal – great racing on the track. That “all hands on deck” approach was imperative then and continues into 2023 and beyond.

“Everything we do is a collaborative effort with NASCAR, the OEMs and the competitors,” concluded Stucker. “Through the development effort of the new car, that collaboration is at an all-time high. We all share the same goal of making the on-track racing product the best it can be. Goodyear relies heavily on driver and team feedback to identify tire development opportunities, and we utilize data from the teams and OEMs to develop performance parameters for the tire set-ups. Those parameters are constantly evolving, so the collaboration is important to keep the development effort moving forward.”



## 2023 VENUE GROUPINGS

**GROUP 1** Atlanta  
Daytona  
Talladega

**GROUP 2** Charlotte  
Darlington  
Dover  
Homestead  
Kansas  
Las Vegas  
Michigan  
Nashville  
Texas

**GROUP 3** Bristol (Concrete)  
Pocono

**GROUP 4** Gateway  
Indianapolis Raceway Park  
Milwaukee  
New Hampshire  
Phoenix  
Richmond

**GROUP 5** Martinsville  
L.A. Coliseum

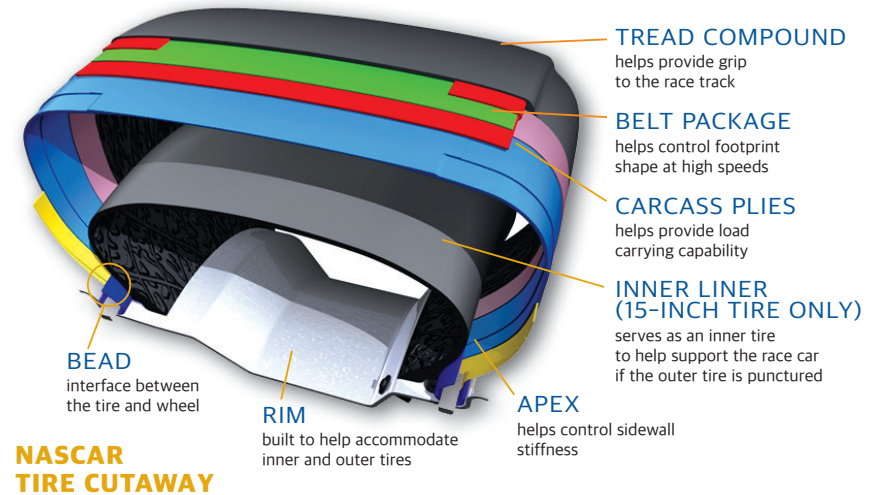
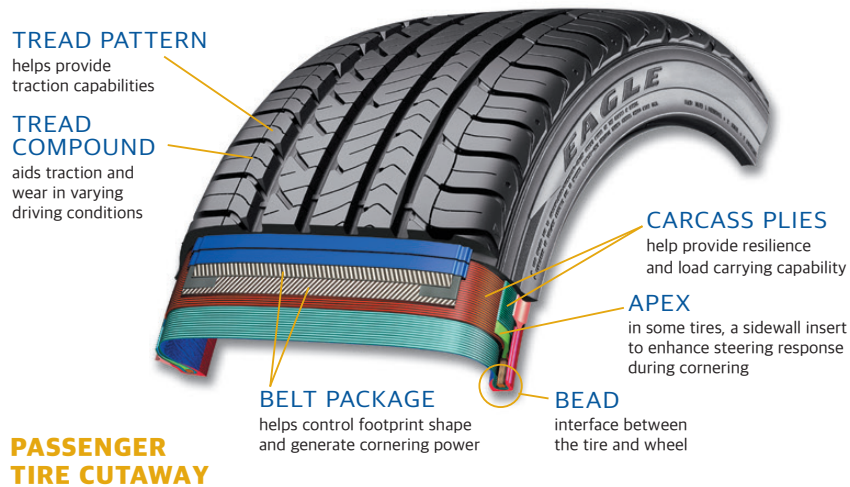
**GROUP 6** Charlotte Roval  
Chicago Street Course  
Circuit of the Americas  
Indianapolis  
Mid-Ohio  
Portland  
Road America  
Sonoma  
Watkins Glen

**GROUP 7** Bristol (Dirt)

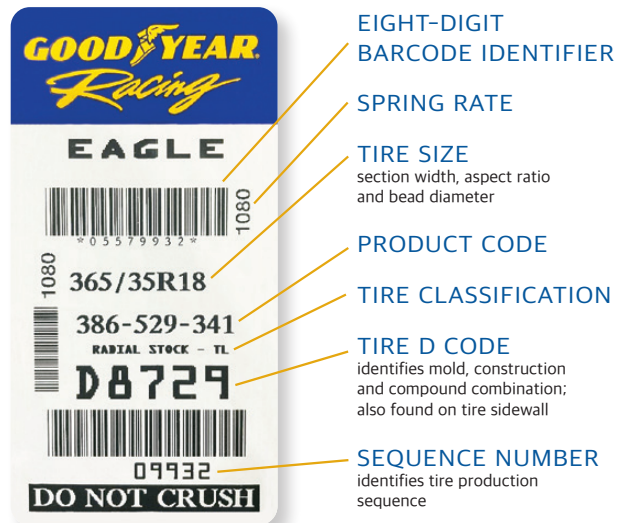
For Goodyear Eagle racing tires in the NASCAR Cup Series,  
NASCAR Xfinity Series & NASCAR Craftsman Truck Series



## PASSENGER & NASCAR TIRE CUTAWAYS



## RACE TIRE LABEL DATA



Every new Goodyear race tire is delivered with a tire label.

## RACE TIRE FACTS

	NASCAR 15-INCH Xfinity & Truck	NASCAR 18-INCH Cup Series	NHRA REAR TIRE Funny Car & Top Fuel
CONSTRUCTION	Radial	Radial	Bias-ply
WHEEL SIZE	15 inches	18 inches	16 inches
TIRE WEIGHT	23 lbs.	22 lbs.	48 lbs.
TIRE + WHEEL WEIGHT	57 lbs. (Without inner liner)	48 lbs.	67 lbs.
AVERAGE TIRE CIRCUMFERENCE	88.5 inches	89.7 inches	115 inches
AVERAGE TREAD DEPTH	3/32 inch	3/32 inch	5.5/32 inch
TREAD WIDTH	11 inches	12.5 inches	17.3 inches
RECOMMENDED INFLATION	10 to 54 PSI	10 to 52 PSI	6.5 PSI
TOP SPEED	200+ mph	200+ mph	300+ mph
TIRE LIFE	80 to 100 miles (Fuel run)	80 to 100 miles (Fuel run)	2 miles (6 to 8 passes)
NUMBER OF DISTINCT TIRE CODES	Approximately 20	Approximately 25	One
TIRE COST	\$524 each (Leased by teams)	\$527 each (Leased by teams)	\$986 each (Purchased by teams)

# GOODYEAR'S RACING HISTORY

**1901** Goodyear's first foray into racing, and its first victory, came when Henry Ford put Goodyear rubber on his car sponsored by the Detroit Driving Club.

**1916** Goodyear launched its first serious race tire development program. Cars equipped with Goodyear Cord Tires began dominating U.S. racing circuits.

**1919** Goodyear tires were on the winning car in every major race this year, including the Indianapolis 500.

**1922** Having accomplished its goals and faced with economic uncertainty, Goodyear dropped out of active racing participation.

**1954** Goodyear conducted tire tests at Darlington, S.C., for the NASCAR Convertible Series. The featured Goodyear tire was the Police Special. It marked the unofficial re-entry into racing.

**1957** Goodyear asked NASCAR drivers Lee Petty and Darel Dieringer to do limited race tire testing in West Palm Beach, Fla.

**1958** The company's official re-entry into racing.

**1959** At NASCAR's Darlington race, Goodyear went head to head against Firestone. Driver Jim Reed finished first on Goodyear tires.



**1960** Goodyear won its first international sports car race with Maserati driver Stirling Moss at the Grand Prix of Cuba, and won the Daytona 500.

**1963** A.J. Foyt persuaded Goodyear to authorize a development program for the Indy 500, after a 44-year absence.

**1964** Foyt won the Indy Car season's first race (Phoenix) on Goodyear racing tires.

Goodyear won the 24 Hours of Le Mans with Dan Gurney and Bob Bondurant in a GT Cobra.

**1965** Twelve Indianapolis 500 cars ran on Goodyear tires, starting the Indy Car phase of the tire war with Firestone.

Goodyear developed the crashworthy fuel cell for Indianapolis-style cars, to reduce the risk of fire.

Goodyear won its first Formula One World Championship title.

**1966** Goodyear produced its Lifeguard Safety Spare for NASCAR stock car racing, referred to as the "tire within a tire." NASCAR mandated its use. Goodyear shared its tire safety technology, even during a tire war.

**1967** A.J. Foyt rolled into Victory Lane at the Indianapolis 500 on Goodyear tires – the company's first Indy 500 win since its re-emergence in racing.

**1968** Since 1968, every NASCAR champion of the premier Sprint Cup Series (formerly Nextel, Winston Cup and Grand National) has been on Goodyear tires.



**1974** Firestone withdrew from all forms of racing.

**1978** The tire war began between Goodyear and Michelin in Formula One racing.

**1980** Goodyear's Eagle tire replaced Blue Streak as the official designation for its racing tires. The company's high-performance passenger tires also adopted the Eagle name.

Formula One race tire production moved to Akron, Ohio, from Wolverhampton, England.

Goodyear withdrew temporarily from Formula One racing from December 1980 to June 1981.

**1982** Since the startup of the NASCAR Xfinity (formerly Busch and Nationwide) Series in 1982, all the champions have won on Goodyear Eagle tires.

**1983** Goodyear's radial rain tire for Formula One cars, introduced at the Monaco Grand Prix, featured a unidirectional "Gatorback" tread pattern.

**1984** Goodyear introduced its radial slick tread tires to Formula One. The first radial victory was at the Belgium Grand Prix.

Michelin withdrew from Formula One racing.

**1987** Hoosier, a Lakeville, Ind., racing tire company, competed with Goodyear in the NASCAR Xfinity Series.

**1988** Hoosier entered NASCAR Sprint Cup racing. A Hoosier win at Richmond, Va., stalled Goodyear's Cup win streak at 464.

**1989** Goodyear introduced the radial tire at North Wilkesboro, N.C. – and Dale Earnhardt won the race. Hoosier soon withdrew from NASCAR's top tier.

**1991** Goodyear's tubeless version of the inner liner safety spare, or shield, was introduced. It eliminated the innertube and most tire air equalization.

**1992** Goodyear introduced its Short Track Special racing Eagle for asphalt tracks and launched new yellow-lettered Eagle race tires for Sprint Cup.

*continued on next page*



## GOODYEAR'S RACING HISTORY, CONTINUED

**1993** Every race on the Sprint Cup schedule ran on the new breed of Goodyear Eagle radial racing tires. Bias-ply tires were relegated to the history books.

The Aquatro wet weather tire was introduced in Formula One.

**1994** Hoosier returned to Sprint Cup and Xfinity racing, but withdrew at the end of the season.

Goodyear reached two milestones: the 300th victory in Formula One at Barcelona, Spain, and the 300th consecutive victory in Indy Car at Vancouver, B.C.

**1995** Goodyear was the sole tire supplier to four top racing series, all with open tire rules: Formula One, NASCAR Sprint Cup, NASCAR Xfinity and NHRA drag racing's top classes.

The 1,000th Goodyear Sprint Cup victory was reached in April by Jeff Gordon at Bristol. In competition with Bridgestone on the Indy Car circuit, Goodyear won 15 of 17 races, including the Indianapolis 500.

**1996** The Indy Racing League was formed, splitting from CART. Goodyear continued to battle Bridgestone in both series.

**1997** In April, Goodyear was selected as the "Exclusive Tire Supplier" for NASCAR's top three series.

**1998** Goodyear introduced its wet racing tire for NASCAR Xfinity Series road course events.

After 368 victories and 25 Drivers' World Championships in Formula One, Goodyear resigned as a tire supplier after the 1998 season.

**1999** Goodyear left open wheel racing's CART and IRL series. In the four-year IRL history, Goodyear earned two driver titles, two tire manufacturer titles, two Indy 500 wins and 17 total victories.

**2001** Goodyear was selected as the sole tire supplier to the NHRA's Top Fuel and Funny Car classes.

**2002** During its return to NASCAR North Series, Goodyear tires helped set 11 track qualifying records.

**2005** Goodyear became the sole supplier to the new NASCAR Grand National Division's West and Busch North series.

Production of bias-ply tires for sports, sprints and drag racers returned to the Akron Innovation Center Manufacturing Plant from Goodyear's Santiago, Chile, plant.

Grand-Am's new Daytona Prototype sports car class competed solely on Goodyear radials.

Goodyear marked the Eagle tire brand's 25th anniversary, for both race and street tires.

**2006** An industry first, Goodyear employed RFID technology on a production scale to track tires under a new leasing program in NASCAR's top three series.

All race tire production is moved under one roof at the Akron Innovation Center complex.

**2009** Goodyear developed a new NASCAR wet weather tire with a tread pattern based on the popular Eagle F1 All Season street tire. It is run for the first time in a NASCAR Xfinity Series race at Circuit Gilles Villeneuve in Montreal in August.

Celebrated its 1,500th NASCAR Sprint Cup victory, by Carl Edwards at Michigan in August.

**2010** Became the "Official Tire" of the World of Outlaws series.

**2011** NASCAR extends Goodyear contract as the "Official Tire Supplier" of all three national touring series through the 2017 season.

**2012** Goodyear begins testing and development for the Sixth generation NASCAR Sprint Cup car, introduced for the 2013 season.



**2013** Goodyear debuts its Multi-Zone Tread Technology at Atlanta Motor Speedway. The new right-side NASCAR tire combines two different rubber compounds to form Traction and Endurance Zones.

**2014** Goodyear celebrates 60 consecutive years of supplying race tires to NASCAR and its drivers.

**2015** As part of a broader "throwback" initiative during the Labor Day weekend races at Darlington Raceway, designed to honor the track's storied past in NASCAR racing, Goodyear replaced its yellow "Goodyear Eagle" lettering on the tire sidewalls with a white Goodyear logo to imitate the design of NASCAR tires used in the 1970s.



**2016** Goodyear debuts new advertising featuring Dale Earnhardt Jr.

**2017** Ended the season with a running total of 1,801 victories in the Monster Energy NASCAR Cup Series.

Announced new multiple year agreement with NASCAR.

Introduced Option tire for All-Star race at Charlotte Motor Speedway.

**2018** Changed wet weather tire sidewall lettering to white from the standard yellow.

**2021** Goodyear signs on as entitlement sponsor of the spring NASCAR Cup race at Darlington Raceway. The Goodyear 400 was run on Throwback Weekend at the track in May.

**2022** Goodyear moves to an 18-inch bead diameter tire in the NASCAR Cup Series to go along with the debut of the Next Gen car.

Mickey Thompson brand tires become part of the Goodyear Racing family with Goodyear's acquisition of Cooper Tires.



# 2022 RACING CHAMPIONS

## GOODYEAR'S KRAMER PRESENTS LOGANO WITH GOLD CAR AWARD

Goodyear Chairman/CEO/President Rich Kramer attended NASCAR's annual awards ceremonies in Nashville in December and presented 2022 NASCAR Cup Series champion Joey Logano with the prestigious Goodyear Gold Car award.

Along with Kramer and Logano, Goodyear's Gold Car reception was attended by Roger Penske and other representatives from Penske Racing; many key NASCAR officials, including Jim France, Lesa France-Kennedy, Mike Helton and Steve Phelps; members of the NASCAR media corps; and Goodyear Racing staff.

The Goodyear Gold Car award is an exact 1/12-scale replica of the NASCAR Cup champion's car, and has been presented annually since 1985.



## NASCAR

Cup Series  
Xfinity Series  
Camping World  
Truck Series

Joey Logano  
Ty Gibbs  
Zane Smith



## NHRA

Camping World Drag Racing Series  
Top Fuel  
Funny Car  
Pro Stock

Brittany Force  
Ron Capps  
Erica Enders

Lucas Oil Drag Racing Series  
Top Alcohol Dragster  
Super Gas  
Stock Eliminator  
Competition Eliminator

Joey Severance  
Bob Locke  
Jimmy Hidalgo Jr.  
Ryan Priddy



## SRX

2022

Marco Andretti

## SPORTS CAR

Formula Car Challenge  
presented by Goodyear  
FM

Bill Weaver

Sports Car Club of America Run-Offs  
P1  
PTL

Chip Romer  
Peter Shadowen

## GOODYEAR RACING IS NEW PRESENTING SPONSOR OF MEDIA AWARD

Goodyear Racing is proud to announce its involvement with one of the country's most prestigious racing media awards – the American Motorsports Media Award of Excellence (AMMAOE). Two award boards displaying plaques with etched representations of each winner are on permanent display inside the Motorsports Hall of Fame at Daytona International Speedway.



First awarded to longtime Associated

Press motorsports writer Bloys Britt in 1969, the AMMAOE is administered and voted on by fellow motorsports journalists, all of whom are previous AMMAOE recipients. In recent years the award has gone to print, broadcast and photojournalists representing varying disciplines of motorsports across the United States.

The 2023 recipient is the late Benny Kahn, one of the first full-time sportswriters to focus on motorsports. Kahn worked for the Daytona Beach News-Journal and was an eye-witness to the founding and early growth of NASCAR.

## PHOTO CREDITS

### **NASCAR** photography by Getty Images, courtesy of NASCAR

Front Cover	James Gilbert	Page 15	(top row left) Jared C. Tilton, (middle & right) Sean Gardner
Page 1	Logan Riely		(entire middle row) Sean Gardner
Page 2	Jared C. Tilton		(lower row) Logan Riely, Emilee Chinn, Sean Gardner
Page 7	(top) Jared C. Tilton	Page 17	James Gilbert
Page 13	(large right) Chris Graythen, (left inset) James Gilbert (right inset) Jared C. Tilton	Page 20	(top right) Jared C. Tilton

### **GOODYEAR GOLD CAR & TIRE IMAGES** by CIA Stock Photography Inc.

Page 13 (middle inset), Page 14 and Page 20 (top left)

### **DRAG RACING** photography courtesy of National Hot Rod Association

### **SPORTS CAR** photography

Page 7	(lower) SCCA photo courtesy of Mark Weber, ESCP
Page 11	Formula Car Challenge photo courtesy of Bill Weaver
Page 20	(lower) Formula Car Challenge photo courtesy of Bill Weaver

### **ADDITIONAL** photography by Goodyear and Mike Siberini

## CORPORATE OVERVIEW

Goodyear is one of the world's largest tire companies. It employs about 72,000 people and manufactures its products in 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).

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