Beat: Automobiles

Goodyear EfficientGrip range takes podium with great ADAC summer tyre results

Tested among 15 of its top competitors

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USPA NEWS - Lauded for its balanced performance and high scores for wet and dry capabilities, Goodyear´s EfficientGrip SUV took home the ADAC test win. The Goodyear EfficientGrip Performance earned the "˜Good´ label for its abilities in dry conditions and relatively low fuel consumption.

Tested among 15 of its top competitors, the EfficientGrip SUV was crowned by leading German automotive magazine ADAC as test winner for its well-balanced performance, particularly regarding tire wear, fuel consumption and handling on dry and wet.
For the size 195/65 R15 the EfficientGrip Performance received the "˜Good´ label. The tyre was applauded for its low fuel consumption, dry and wet capabilities and overall balanced performance. After its four test wins and nine podium places in 2016, the Goodyear EfficientGrip range continues to perform strongly in 2017.1

"This recognition shows once again that Goodyear´s EfficientGrip range offers some of the best tyres on the market." says Martijn De Jonge, Brand Director Consumer PBU EMEA, "demonstrating that our premium performance tires offer great value to the consumer."

About Goodyear
Goodyear is one of the world´s largest tyre companies. It employs about 66,000 people and manufactures its products in 48 facilities in 21 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.

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