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## **NASCAR Icons Goodyear, Dale Earnhardt Jr., Expand Relationship**

*Creative to Debut at Daytona Speedweeks*

AKRON, Ohio, February 17, 2016 —The Goodyear Tire & Rubber Company today announced NASCAR star Dale Earnhardt Jr., 26-time NASCAR winner, will be the featured expert who chooses Goodyear tires on and off the track in a series of broadcast, digital and print ads.

“We’ve already had a relationship due to the confidence that I have in Goodyear tires on the track with the 88 car and on the street with my own personal car,” said Earnhardt Jr. “There’s a huge trust factor that we’ve had for a really long time, so this feels like a continuation of something that has been going on for a while.”

Earnhardt Jr., NASCAR’s most popular driver 13 years running and one of America’s favorite athletes, has accomplished his significant racing achievements on Goodyear tires including his first NASCAR Sprint Cup victory in 2000 and Daytona 500 victories in 2004 and 2014.

The creative materials draw on Earnhardt Jr.’s deep personal connection with the Goodyear brand. In the television spot, through a heartfelt message about hard work, tradition and pride, Earnhardt Jr. highlights the tenets of Goodyear’s involvement in NASCAR – the continuous learning that is achieved through all of the drivers and the ability to deliver superior performing tires both on and off the track. Goodyear will amplify the creative with a robust media plan and social media support.

(more)

“We are pleased to work with one of the premier experts in the sport to showcase Goodyear in a compelling and engaging way,” said Seth Klugherz, Goodyear’s director of marketing.

“Dale Jr. is a true icon and superior brand ambassador.”

Goodyear is one of the world’s largest tire companies. It employs approximately 66,000 people and manufactures its products in 49 facilities in 22 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](http://www.goodyear.com).