



Third Quarter 2015 Conference Call
October 29, 2015

Forward-Looking Statements



Certain information contained in this presentation constitutes forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. There are a variety of factors, many of which are beyond our control, that affect our operations, performance, business strategy and results and could cause our actual results and experience to differ materially from the assumptions, expectations and objectives expressed in any forward-looking statements. These factors include, but are not limited to: our ability to implement successfully our strategic initiatives; actions and initiatives taken by both current and potential competitors; foreign currency translation and transaction risks; increases in the prices paid for raw materials and energy; a labor strike, work stoppage or other similar event; deteriorating economic conditions or an inability to access capital markets; work stoppages, financial difficulties or supply disruptions at our suppliers or customers; the adequacy of our capital expenditures; our failure to comply with a material covenant in our debt obligations; potential adverse consequences of litigation involving the company; as well as the effects of more general factors such as changes in general market, economic or political conditions or in legislation, regulation or public policy. Additional 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 today 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.

Q3 Highlights



- **Record quarterly segment operating income of \$599 million with operating margin of 14%^(a)**
- **Third quarter net income of \$271 million, an increase of 68% versus prior year**
- **North America earnings record of \$323 million with operating margin of more than 16%**
- **Tracking to \$2 billion in full-year segment operating income**

(a) See Segment Operating Income and Margin reconciliation in Appendix on page 22.

Strategy Roadmap



Advantaged Value Proposition

What does it take?



Sales & Marketing Excellence

- ✓ Iconic brand
- ✓ Industry leading products
- ✓ Pervasive distribution
- ✓ Strong customer relations
- ✓ Consumer-centric focus

Market-Back Innovation



Operational Excellence

- ✓ Right Tire
- ✓ Right Time
- ✓ Right Place
- ✓ Right Cost

Enabling Investments

Goodyear delivering results through an integrated approach

North America

Integrating the Power of the Goodyear Brand

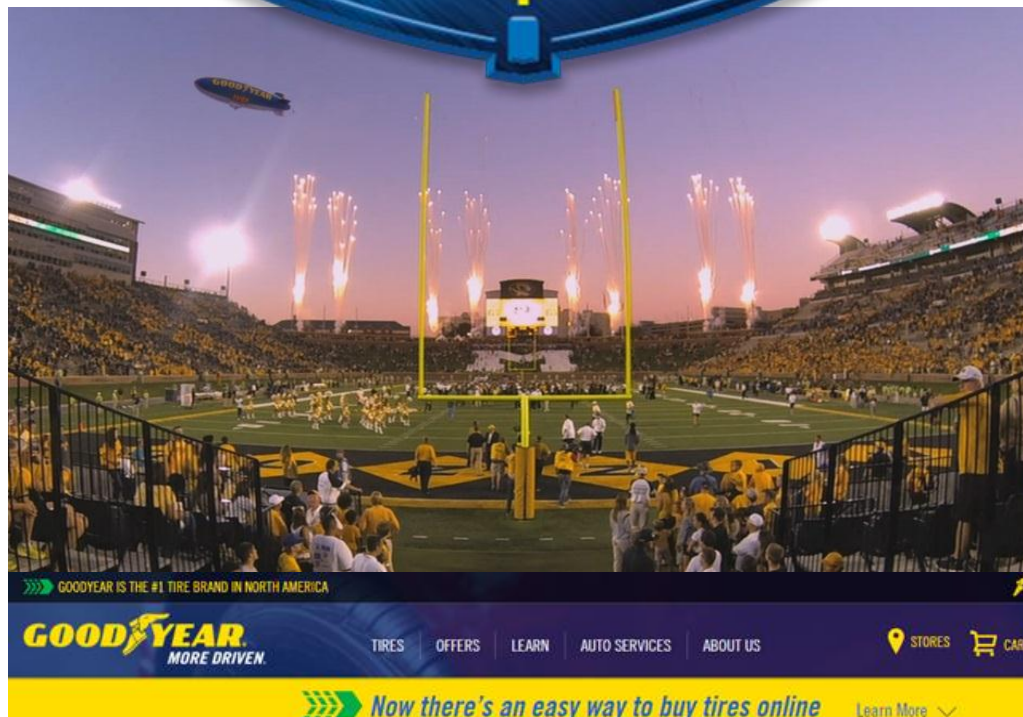


LEVERAGING OUR STRENGTHS...

- www.Goodyear.com
 - Blimp Promotions
 - College football
 - ESPN Gameday
 - NASCAR
- Reaching
>100 million viewers
over the last 7 weeks*

...TO KEEP THE GOODYEAR BRAND

- #1 in unaided awareness
- #1 in consumer consideration
- #1 in purchase intent



Sales and Marketing Excellence Industry Leading Innovation



GOODYEAR

UltraGrip Performance



DUNLOP

Winter Sport 5



GOODYEAR

Vector 4Seasons



GOODYEAR

**EfficientGrip
Performance**

MOTOR TREND

Continued validation through influential third-party test results

Third Quarter 2015 Income Statement



In millions, except EPS	Three Months Ended		Change
	September 30, 2015	September 30, 2014	
Units	42.5	41.9	1%
Net Sales	\$ 4,184	\$ 4,657	(10)%
Gross Margin	28.3%	24.5%	3.8 pts
SAG	\$ 633	\$ 653	(3)%
Segment Operating Income ^(a)	\$ 599	\$ 520	15%
Segment Operating Margin ^(a)	14.3%	11.2%	3.1 pts
Goodyear Net Income	\$ 271	\$ 161	
Goodyear Net Income Per Share			
Weighted Average Shares Outstanding	269	275	
Basic	\$ 1.01	\$ 0.58	
Weighted Average Shares Outstanding - Diluted	274	279	
Diluted	\$ 0.99	\$ 0.58	
Cash Dividends Declared Per Common Share	\$ 0.06	\$ 0.06	
Adjusted Diluted Earnings Per Share ^(b)	\$ 0.99	\$ 0.87	
US Tax Adjusted Diluted Earnings Per Share ^(b)	\$ 1.29	\$ 0.87	

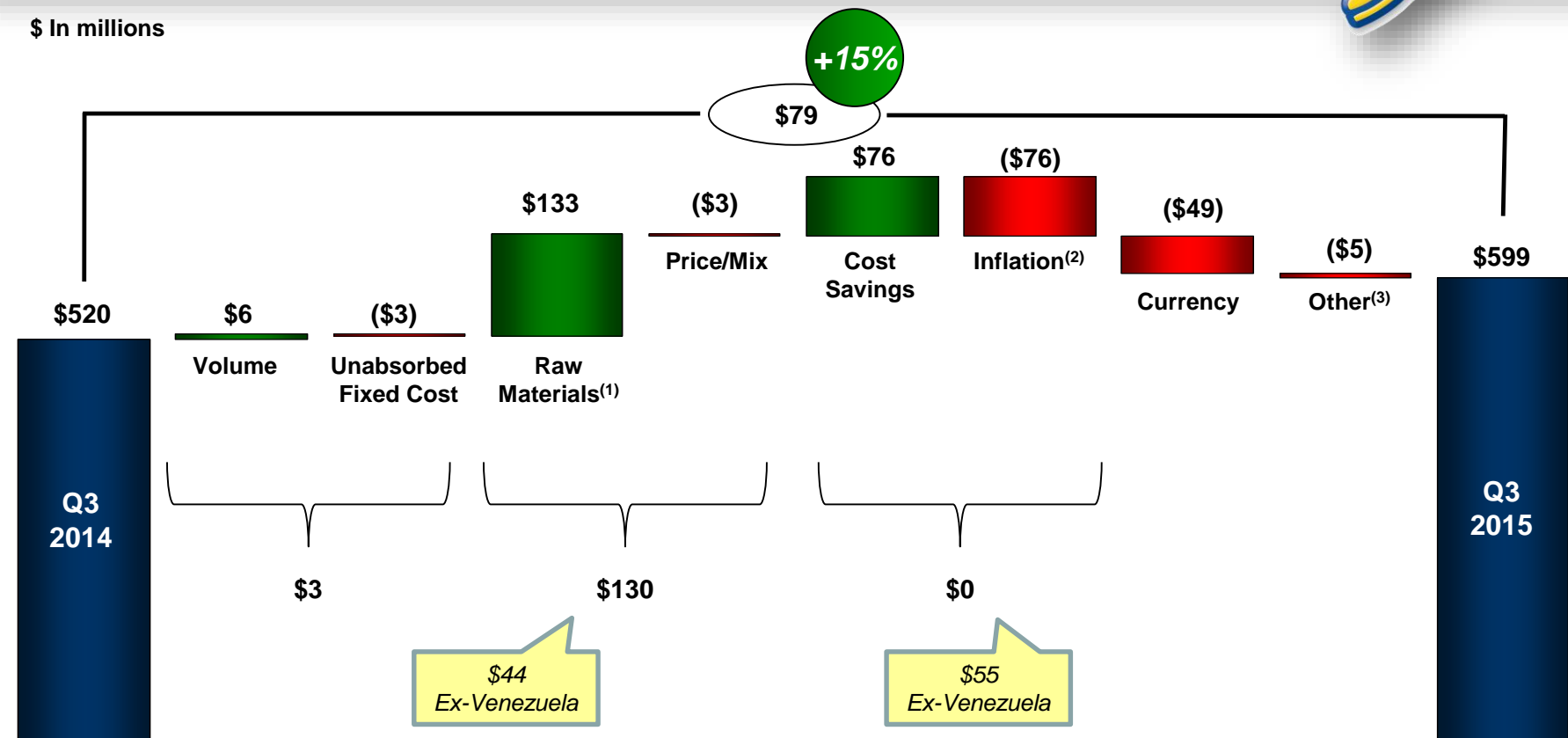
(a) See Segment Operating Income and Margin reconciliation in Appendix on page 22.

(b) See Adjusted Diluted Earnings Per Share and US Tax Adjusted Diluted Earnings Per Share reconciliations in Appendix on pages 17 and 18.

Third Quarter 2015 Segment Operating Results



\$ In millions



Strong financial performance overcoming challenging economies

1. Raw material variance of \$133 million excludes raw material cost saving measures of \$56 million, which are included in Cost Savings above.
2. Estimated impact of inflation (wages, utilities, energy, transportation and other).
3. Includes \$3 million savings related to the Amiens plant closure and exit of the farm tire business in EMEA more than offset by other items.

Third Quarter 2015 Balance Sheet



\$ In millions

	September 30, 2015	June 30, 2015	December 31, 2014	September 30, 2014
Cash and cash equivalents	\$ 1,690	\$ 1,638	\$ 2,161	\$ 1,744
Accounts receivable	2,616	2,476	2,126	3,021
Inventories	2,544	2,545	2,671	2,924
Accounts payable - trade	(2,576)	(2,602)	(2,878)	(2,827)
Working capital ^(a)	<u>\$ 2,584</u>	<u>\$ 2,419</u>	<u>\$ 1,919</u>	<u>\$ 3,118</u>
 Total debt ^(b)	 \$ 6,000	 \$ 6,103	 \$ 6,394	 \$ 6,855
Net debt ^(b)	\$ 4,310	\$ 4,465	\$ 4,233	\$ 5,111

(a) Working capital represents accounts receivable and inventories, less accounts payable - trade.

(b) See Total Debt and Net Debt reconciliation in Appendix on page 23.

Free Cash Flow from Operations



\$ In millions

	Three Months Ended		Trailing Twelve Months Ended
	September 30, 2015	September 30, 2014	September 30, 2015
Net Income	\$ 305	\$ 199	\$ 2,877
Depreciation and Amortization	173	182	701
Change in Working Capital	(231)	(362)	261
Pension Expense	36	36	142
Provision for Deferred Income Taxes ^(a)	94	62	(1,766)
Gain on Recognition of Deferred Royalty Income ^(b)	-	-	(155)
Capital Expenditures	(208)	(193)	(945)
Other	29	163	139
Free Cash Flow from Operations (non-GAAP) ^(c)	\$ 198	\$ 87	\$ 1,254

(a) The increase in Provision for Deferred Income Taxes is primarily due to the accrual of US tax expense as a result of the reversal of the valuation allowance on our US deferred tax assets in the fourth quarter 2014.

(b) Gain on Recognition of Deferred Royalty Income is due to a one-time pre-tax gain of \$155 million on the recognition of deferred income resulting from the termination of a licensing agreement associated with the sale of our former Engineered Products business.

(c) See Free Cash Flow from Operations reconciliation in Appendix on page 24.

Third Quarter 2015 Segment Results



In millions

North America

	2015	2014	Change
Units	15.6	15.2	2.6%
Net Sales	\$1,978	\$2,057	(3.8%)
Operating Income	\$323	\$210	53.8%
Margin	16.3%	10.2%	

Europe, Middle East and Africa

	2015	2014	Change
Units	16.2	16.4	(1.6%)
Net Sales	\$1,328	\$1,618	(17.9%)
Operating Income	\$154	\$181	(14.9%)
Margin	11.6%	11.2%	

Asia Pacific

	2015	2014	Change
Units	6.0	6.0	(0.2%)
Net Sales	\$458	\$531	(13.7%)
Operating Income	\$72	\$80	(10.0%)
Margin	15.7%	15.1%	

Latin America

	2015	2014	Change
Units	4.7	4.3	8.3%
Net Sales	\$420	\$451	(6.9%)
Operating Income	\$50	\$49	2.0%
Margin	11.9%	10.9%	

2015 Key Segment Operating Income Drivers



Driver	July Outlook 2015 FY vs 2014	Current Outlook	Comments
Global Volume	+1-2%	+1-2%	• No change
Price/Mix vs. Raw Materials	~\$330 million	~\$370 million	• Update for Q3 performance
Overhead Absorption	Neutral	Neutral	• No change
Cost Savings vs. Inflation	~\$70 million	~\$0 million	• Operational Excellence delivering on plan; reflects higher than expected inflation in Venezuela
Foreign Exchange	~(\$200) million	~(\$160) million	• Based on current spot rates
Amiens Closure	~\$20 million	~\$20 million	• No change
Other Tire Related	~\$0 million	~\$20 million	• Based on year-to-date results

2015 full-year Segment Operating Income tracking to \$2.0 billion

2015 Outlook

Other Financial Assumptions



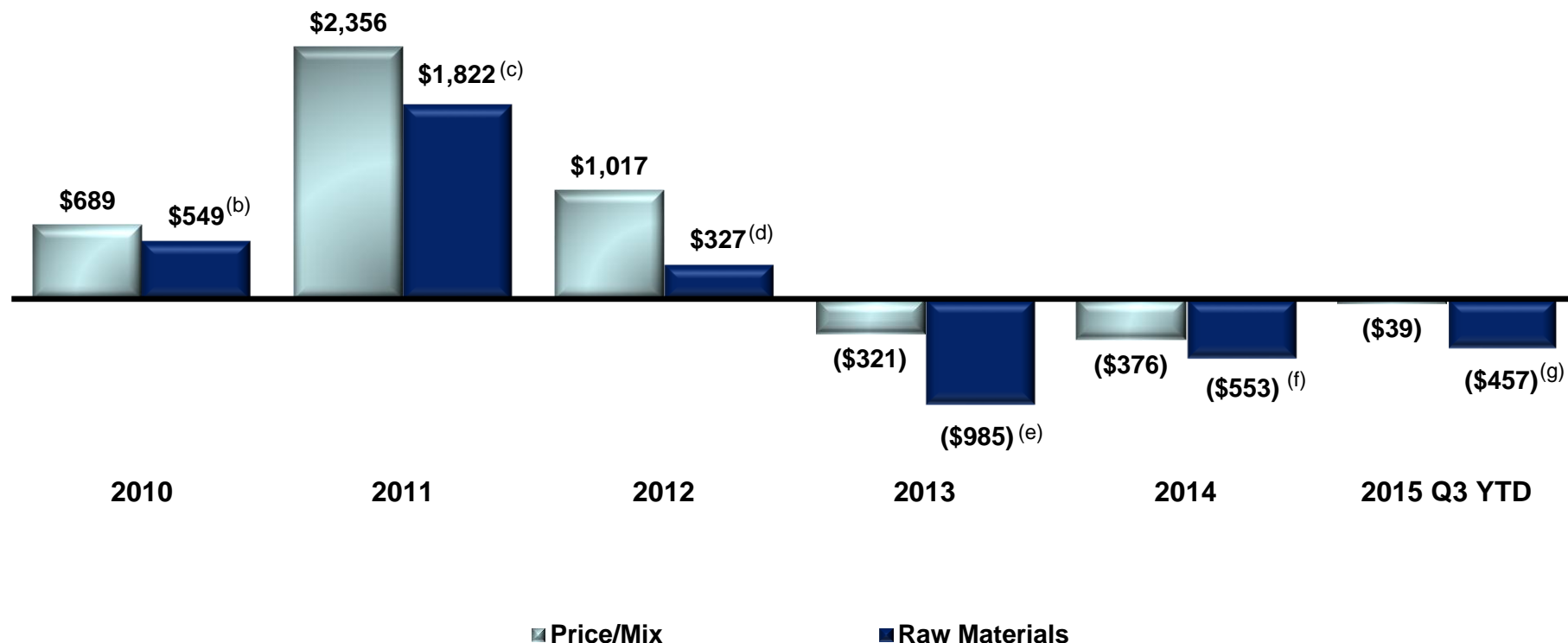
	2015 FY Assumption
Interest Expense	\$415 - \$425 million
Financing Fees	~\$70 million
Income Tax	Expense: ~30% of global pre-tax operating income Cash: 10-15% of global pre-tax operating income
Depreciation & Amortization	\$700 - \$725 million
Global Pension Expense	\$125 - \$175 million
Global Pension Cash Contributions	\$50 - \$75 million
Working Capital	Use of \$50 to \$75 million
Capital Expenditures	\$1.0 - \$1.1 billion

Appendix

Price/Mix vs. Raw Materials^(a)



\$ in millions



- (a) Reflects impact on Segment Operating Income. Raw materials include the impact of raw material cost savings measures.
- (b) Raw material variance of \$549 million includes raw material cost savings measures of \$136 million.
- (c) Raw material variance of \$1,822 million includes raw material cost savings measures of \$177 million.
- (d) Raw material variance of \$327 million includes raw material cost savings measures of \$249 million.
- (e) Raw material variance of (\$985) million includes raw material cost savings measures of \$228 million.
- (f) Raw material variance of (\$553) million includes raw material cost savings measures of \$269 million.
- (g) Raw material variance of (\$457) million includes raw material cost savings measures of \$170 million.

Third Quarter 2015 Significant Items

(After Tax and Minority Interest)



\$ and shares in millions (except EPS)

	As Reported	Rationalizations, Asset Write-offs, and Accelerated Depreciation	Transaction Costs and Net Losses on Asset Sales	Insurance Recovery- Discontinued Products	Discrete Income Tax Benefits	Indirect Tax Claims	As Adjusted	Tax Expense in excess of US Cash Tax Payments	US Tax Adjusted Diluted Earnings Per Share ^(a)
Net Sales	\$ 4,184	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,184	\$ -	\$ 4,184
Cost of Goods Sold	3,000	(3)	-	-	-	4	3,001	-	3,001
Gross Margin	1,184	3	-	-	-	(4)	1,183	-	1,183
SAG	633	-	(4)	-	-	-	629	-	629
Rationalizations	20	(20)	-	-	-	-	-	-	-
Interest Expense	102	-	-	-	-	-	102	-	102
Other (Income) Expense	(2)	-	(10)	25	-	1	14	-	14
Pre-tax Income	431	23	14	(25)	-	(5)	438	-	438
Taxes	126	3	1	(9)	9	-	130	(84)	46
Minority Interest	34	4	-	-	(1)	-	37	-	37
Goodyear Net Income	\$ 271	\$ 16	\$ 13	\$ (16)	\$ (8)	\$ (5)	\$ 271	\$ 84	\$ 355
EPS	\$ 0.99	\$ 0.06	\$ 0.05	\$ (0.06)	\$ (0.03)	\$ (0.02)	\$ 0.99	\$ 0.30	\$ 1.29

(a) US Tax Adjusted Diluted Earnings per Share excludes the effect of non-cash US tax expense as a result of the reversal of the valuation allowance on our US deferred tax assets in the fourth quarter 2014. The company does not expect to pay significant cash income taxes in the US for about five years. The company believes the presentation of this non-GAAP measure is important as it facilitates a consistent comparison of net income and earnings per share versus the prior year.

Third Quarter 2014 Significant Items

(After Tax and Minority Interest)



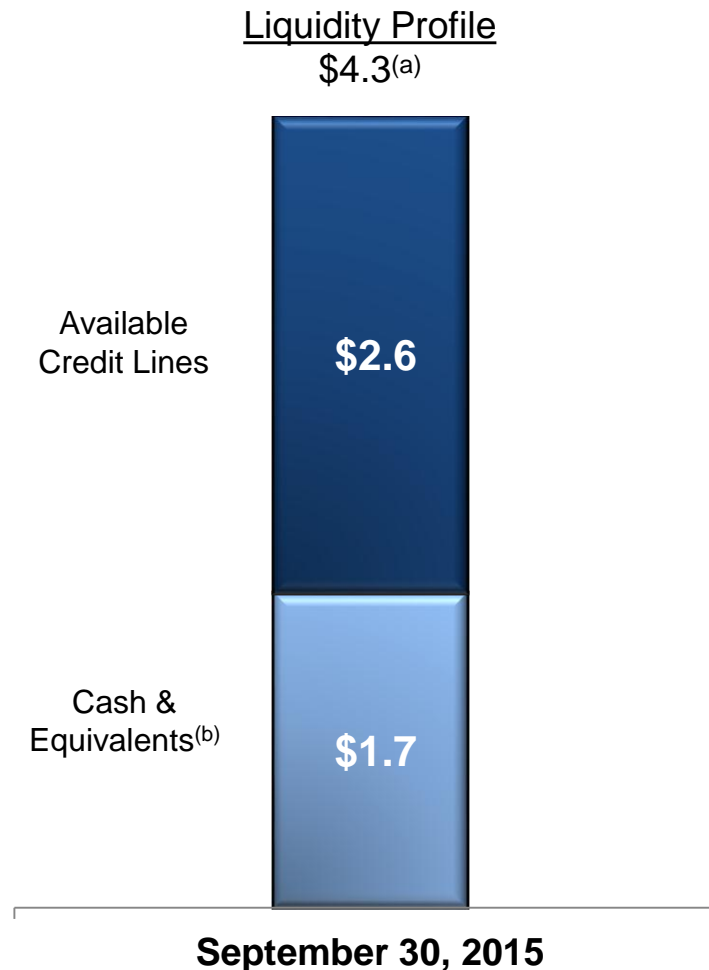
\$ and shares in millions (except EPS)

	As Reported	Rationalizations, Asset Write-offs, and Accelerated Depreciation Charges	Charges for Labor Claims Related to a Closed Facility in Greece	Net Losses on Asset Sales	Discrete Tax Items	Government Investigation in Africa	As Adjusted	Tax Expense in excess of US Cash Tax Payments	US Tax Adjusted Diluted Earnings Per Share
Net Sales	\$ 4,657	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,657	\$ -	\$ 4,657
Cost of Goods Sold	3,516	-	-	-	-	-	3,516	-	3,516
Gross Margin	1,141	-	-	-	-	-	1,141	-	1,141
SAG	653	-	-	-	-	-	653	-	653
Rationalizations	15	(15)	-	-	-	-	-	-	-
Interest Expense	108	-	-	-	-	-	108	-	108
Other (Income) Expense	66	-	(3)	(7)	-	(16)	40	-	40
Pre-tax Income (Loss)	299	15	3	7	-	16	340	-	340
Taxes	100	4	-	-	(47)	-	57	-	57
Minority Interest	38	2	-	1	-	-	41	-	41
Goodyear Net Income	\$ 161	\$ 9	\$ 3	\$ 6	\$ 47	\$ 16	\$ 242	\$ -	\$ 242
EPS	\$ 0.58	\$ 0.03	\$ 0.01	\$ 0.02	\$ 0.17	\$ 0.06	\$ 0.87	\$ -	\$ 0.87

Third Quarter 2015 Liquidity Profile



\$ In billions

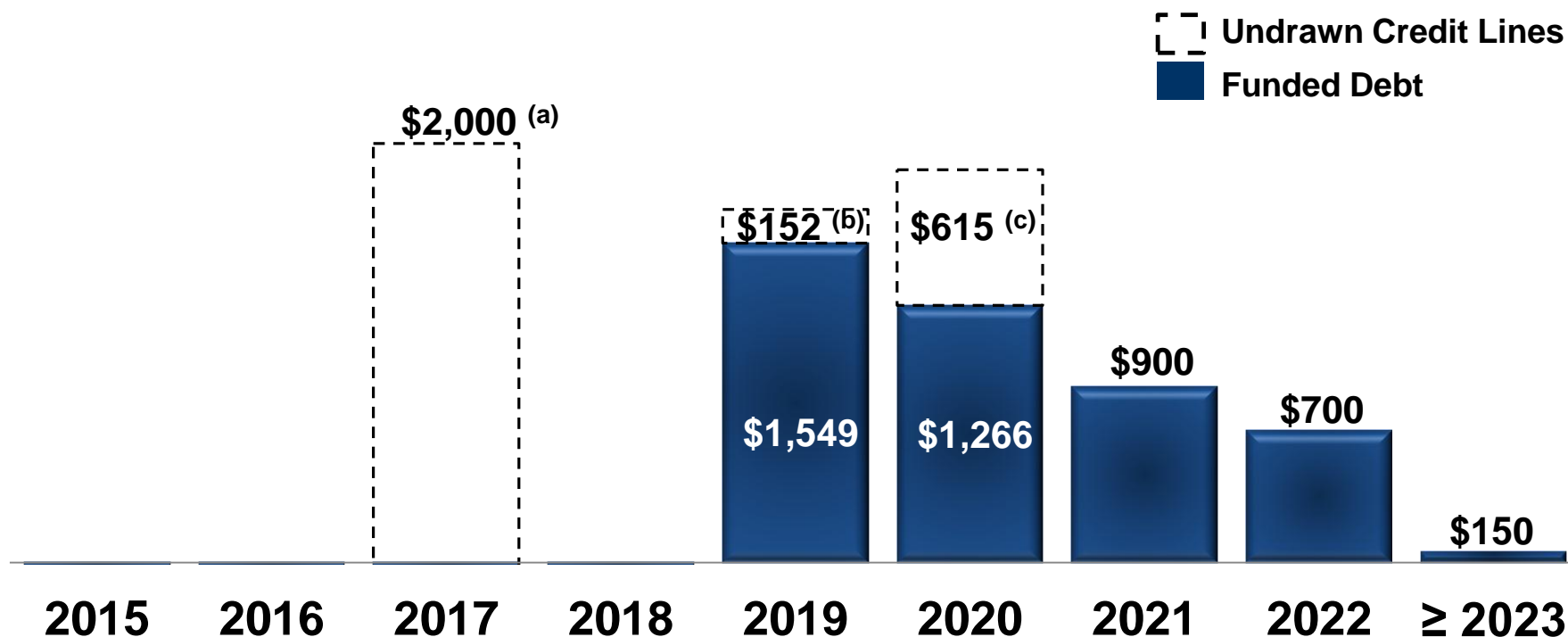


- (a) Total liquidity comprised of \$1,690 million of cash and cash equivalents, as well as \$2,564 million of unused availability under various credit agreements.
(b) Includes \$292 million of cash in Venezuela denominated in bolivares fuertes at 13.5 bolivares fuertes per U.S. dollar at September 30, 2015.

Third Quarter 2015 Maturity Schedule



\$ In millions



Note: Based on September 30, 2015 balance sheet values and excludes notes payable, capital leases and other domestic and foreign debt.

- (a) At September 30, 2015, our borrowing base, and therefore our availability, under the US revolving credit facility was \$522 million below the facility's stated amount of \$2.0 billion. At September 30, 2015, there were no borrowings outstanding under the first lien revolving credit facility. Letters of credit issued totaled \$316 million at September 30, 2015.
- (b) At September 30, 2015, the amounts available and utilized under the Pan-European securitization program of \$425 million (€380 million) totaled \$273 million (€243 million).
- (c) At September 30, 2015, there were no borrowings outstanding under the €550 million European revolving credit facility and no letters of credit issued.

2015 Full-Year Industry Outlook



	October Full-Year 2015 Guidance		July Full-Year 2015 Guidance	
	NA	EMEA	NA	EMEA
Consumer Replacement	~Flat	~Flat	~Flat	~Flat
Consumer OE	~2%	~3%	~2%	~2%
Commercial Replacement	+5-6%	+0-1%	+5-6%	+0-1%
Commercial OE	+3-4%	+4-5%	+3-4%	+3-4%

Reconciliation for Segment Operating Income / Margin



\$ In millions

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2015	2014	2015	2014
Total Segment Operating Income	\$ 599	\$ 520	\$ 1,546	\$ 1,353
Rationalizations	(20)	(15)	(82)	(80)
Interest expense	(102)	(108)	(311)	(315)
Other income (expense)	2	(66)	113	(242)
Asset write-offs and accelerated depreciation	(3)	-	(5)	(3)
Corporate incentive compensation plans	(26)	(23)	(61)	(69)
Pension curtailments/settlements	-	-	-	(33)
Intercompany profit elimination	11	5	(10)	(4)
Retained expenses of divested operations	(2)	(4)	(6)	(11)
Other	(28)	(10)	(66)	(35)
Income before Income Taxes	\$ 431	\$ 299	\$ 1,118	\$ 561
United States and Foreign Tax Expense	126	100	369	168
Less: Minority Shareholders Net Income	34	38	62	70
Goodyear Net Income	<u>\$ 271</u>	<u>\$ 161</u>	<u>\$ 687</u>	<u>\$ 323</u>
Sales	\$4,184	\$4,657	12,380	\$13,782
Return on Sales	6.5%	3.5%	5.5%	2.3%
Total Segment Operating Margin	14.3%	11.2%	12.5%	9.8%

Reconciliation for Total Debt and Net Debt



\$ In millions

	September 30, 2015	June 30, 2015	December 31, 2014	September 30, 2014
Long-Term Debt and Capital Leases	\$ 5,591	\$ 5,746	\$ 6,216	\$ 6,719
Notes Payable and Overdrafts	41	36	30	38
Long-Term Debt and Capital Leases Due Within One Year	368	321	148	98
Total Debt	<u>\$ 6,000</u>	<u>\$ 6,103</u>	<u>\$ 6,394</u>	<u>\$ 6,855</u>
Less: Cash and Cash Equivalents	<u>1,690</u>	<u>1,638</u>	<u>2,161</u>	<u>1,744</u>
Net Debt	<u><u>\$ 4,310</u></u>	<u><u>\$ 4,465</u></u>	<u><u>\$ 4,233</u></u>	<u><u>\$ 5,111</u></u>

Reconciliation for Free Cash Flow from Operations



The amounts below are calculated from the Consolidated Statements of Cash Flows except for pension expense, which is as reported in the pension-related note in the Notes to Consolidated Financial Statements.

\$ In millions	Three Months Ended					Trailing Twelve Months Ended
	Sept. 30, 2015	June 30, 2015	March 31, 2015	Dec. 31, 2014	Sept. 30, 2014	Sept. 30, 2015
Net Income	\$ 305	\$ 208	\$ 236	\$ 2,128	\$ 199	\$ 2,877
Depreciation and Amortization	173	177	172	179	182	701
Change in Working Capital ^(a)	(231)	92	(569)	969	(362)	261
Pension Expense ^(b)	36	36	36	34	36	142
Provision for Deferred Income Taxes	94	80	91	(2,031)	62	(1,766)
Gain on Recognition of Deferred Royalty Income	-	-	(155)	-	-	(155)
Capital Expenditures	(208)	(244)	(204)	(289)	(193)	(945)
Other ^(c)	29	28	(21)	103	163	139
Free Cash Flow from Operations (non-GAAP)	\$ 198	\$ 377	\$ (414)	\$ 1,093	\$ 87	\$ 1,254
Capital Expenditures	208	244	204	289	193	945
Pension Contributions and Direct Payments	(26)	(25)	(26)	(46)	(35)	(123)
Rationalization Payments	(19)	(60)	(26)	(57)	(50)	(162)
Cash Flow from Operating Activities (GAAP)	\$ 361	\$ 536	\$ (262)	\$ 1,279	\$ 195	\$ 1,914

a) Working capital represents total changes in accounts receivable, inventories and accounts payable – trade.

b) Pension expense is the net periodic pension cost before curtailments, settlements and termination benefits as reported in the pension-related note in the Notes to Consolidated Financial Statements.

c) Other includes amortization and write-off of debt issuance costs, net pension curtailments and settlements, net rationalization charges, net (gains) losses on asset sales, net Venezuela currency loss, compensation and benefits less pension expense, other current liabilities, and other assets and liabilities.



GOODYEAR®

The Goodyear logo is centered in the image. It features the word "GOODYEAR" in a bold, italicized, yellow sans-serif font with a blue outline. A registered trademark symbol (®) is located at the end of the word. In the middle of the word, between "GOODY" and "YEAR", is the Goodyear winged foot logo, which is a stylized yellow foot with wings, also outlined in blue. The background is a dark blue gradient with a subtle diamond pattern. Several bright yellow, curved, swoosh-like lines sweep across the image, creating a sense of motion. One prominent swoosh runs horizontally across the lower half of the image, with a dashed white line following its curve. Other swooshes are positioned above and below the main text.