

Dear Valued Customer:

The information needs of your customers are evolving and so are the tire management tools that we offer to you.

Since 1999, Goodyear has provided OTR tire performance tracking with our popular EMTrack system.

Today, we are very excited to announce that Goodyear is rolling out an enhanced version of EMTrack. The new EMTrack app will allow you to collect tire data, transfer it to the Web, and run reports to share with customers in real-time, while you are on-site with them, which eliminates the need for time-consuming, post-tire survey tire data entry. This also will enable your technicians to perform more inspections in a shorter span of time.

This feature – combined with cloud-based data storage and more robust reporting capabilities – will help you supply customers with better information to help enhance their operational efficiency and lower their costs.

Available now, the newly enhanced Goodyear EMTrack system includes new features and enhancements in performance from the current EMTrack system and is even better-equipped to help you manage your customers' tires.

The cost to upgrade to the newly enhanced EMTrack system is \$2,500. However, a \$2,000 discount is available to customers who elect the data sharing option described in the license of the new EMTrack.

Goodyear can work with you to transition your customers' data with no interruption to your current tire tracking capabilities. (As of Dec. 31, 2017, ASMGi will no longer handle EMTrack data storage. This responsibility will transfer to Goodyear at that time.)

Though the old EMTrack will remain operable, Goodyear will cease to support the old version of EMTrack as of Dec. 31, 2017. We strongly urge you to contact your Goodyear sales representative as soon as possible, so that you can begin to benefit from the new system and, should you wish, we can start migrating your data to it.

We will share more information about EMTrack and the transition process soon. In the meantime, please contact your Goodyear representative if you have any questions.

We thank you for your continued business and look forward to helping you serve your customers even more effectively with the newly enhanced EMTrack system.

Sincerely,

Name, title
The Goodyear Tire & Rubber Company