

Dear Valued Customer:

Tires are an important part of the success of your business and can represent a significant investment. That's why it makes sense to track the performance of your tires in the field.

We are very excited to announce that Goodyear is rolling out an enhanced version of its popular EMTrack OTR tire performance monitoring system.

The new Goodyear EMTrack system includes new features and enhancements in performance from the current EMTrack system and is even better-equipped to handle your ever-evolving tire performance monitoring needs.

The updated EMTrack system will enable faster, real-time collection of critical tire data like tread depth, inflation levels and more. This – combined with cloud-based tire data storage and more robust reporting – will give you better information to make even more informed decisions about your valuable tire assets, when and where needed.

Also through the new EMTrack App, authorized users within your organization will be able to perform a complete tire survey using their phone or tablet, and then simultaneously transfer that data to the Web. This will allow for real-time reporting, regardless of geographic location – providing dramatically improved visibility.

We are confident that the enhanced EMTrack can help boost your operational efficiency and lower your operating costs.

The newly enhanced version of EMTrack is available now. If you are interested in moving to it, Goodyear can work with you to transition your data with no interruption to your current tire tracking capabilities.

This process will involve the transferal of your existing EMTrack records to cloud-based storage. (As of Dec. 31, 2017, ASMGi will no longer handle EMTrack data storage. This responsibility will transfer to Goodyear at that time.)

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.

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.

For more information, please contact your Goodyear OTR tire sales representative. We thank you for your continued business and look forward to serving you even more effectively with the new version of EMTrack.

Sincerely,

Name, title  
The Goodyear Tire & Rubber Company