

## **Goodyear® Farm Tires honored with the prestigious 2015 FinOvation Award** **Award recognizes Low Sidewall (LSW) tire technology as a top Ag innovation of 2014**

QUINCY, Ill., Jan. 9, 2015 /PRNewswire/ -- Goodyear Farm Tires, a Titan Tire Corporation brand, was awarded the 2015 FinOvation Award from Farm Industry News for its Extreme Flotation™ and Low Sidewall (LSW) technology tire lines. The award is presented to those companies whose products received the most interest from the publication's readers throughout 2014.

"The fact that the public has shown such significant interest in both Extreme Flotation and Low Sidewall (LSW) technologies — both of which are unique to Goodyear — shows that more than a decade of research, development and testing by Titan to bring these new technologies to market is justified," said Scott Sloan, agricultural product manager for Titan Tire and Goodyear Farm Tires. "Now is the time to challenge conventional thinking about farm tire design, and the award shows that farmers agree. They are looking for new technologies that will help them be more productive, and that is what Titan is providing."

### **Goodyear Extreme Flotation with LSW technology**

The award-winning combination of Goodyear OPTITERRA LSW 1000/40R32 fronts and Goodyear DT930 LSW 1100/45R46 rears increases contact area by nearly 20 percent compared to a standard factory setup with dual 420/85R34 fronts and dual 480/80R50 rears on MFWD tractors. The increased contact area greatly reduces ground-bearing pressure, which reduces soil compaction and helps maximize yields. Despite the increased contact area, the Extreme Flotation setup has a reduced overall width, which results in easier roading and sharper turning.

LSW technology — featuring a larger rim diameter and shorter sidewall than standard tires — helps reduce power hop and road lope, which have been identified as problems that nearly 50 percent of farmers have experienced on their tractors and combines. "LSW is superior to the conventional wheel and tire system in the important aspects that impact productivity and profitability for our customers. While there has been no breakthrough change with the wheel and tire for decades, it is our belief the disruptive technology of the LSW system will become the industry standard," said Paul Reitz, Titan International, Inc. President.

Titan International, Inc. (NYSE: TWI), a holding company, owns subsidiaries that supply wheels, tires, assemblies and undercarriage product for off-highway equipment used in agricultural, earthmoving/construction and consumer applications. For more information, visit [www.titan-intl.com](http://www.titan-intl.com).

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