

GOODYEAR. QUALITY A MAN CAN STAKE HIS REPUTATION ON.

John Z. DeLorean. A legend in the car industry long before he ever decided to build his dream car.

And when he did decide to build his dream car, he went to Lotus for the suspension; to Giugiaro for the design.

And to Goodyear for the tires. Working with Goodyear engineers, and drawing on Goodyear's unequalled racing experience, John Z decided on race-type sizing for optimum balance and handling:

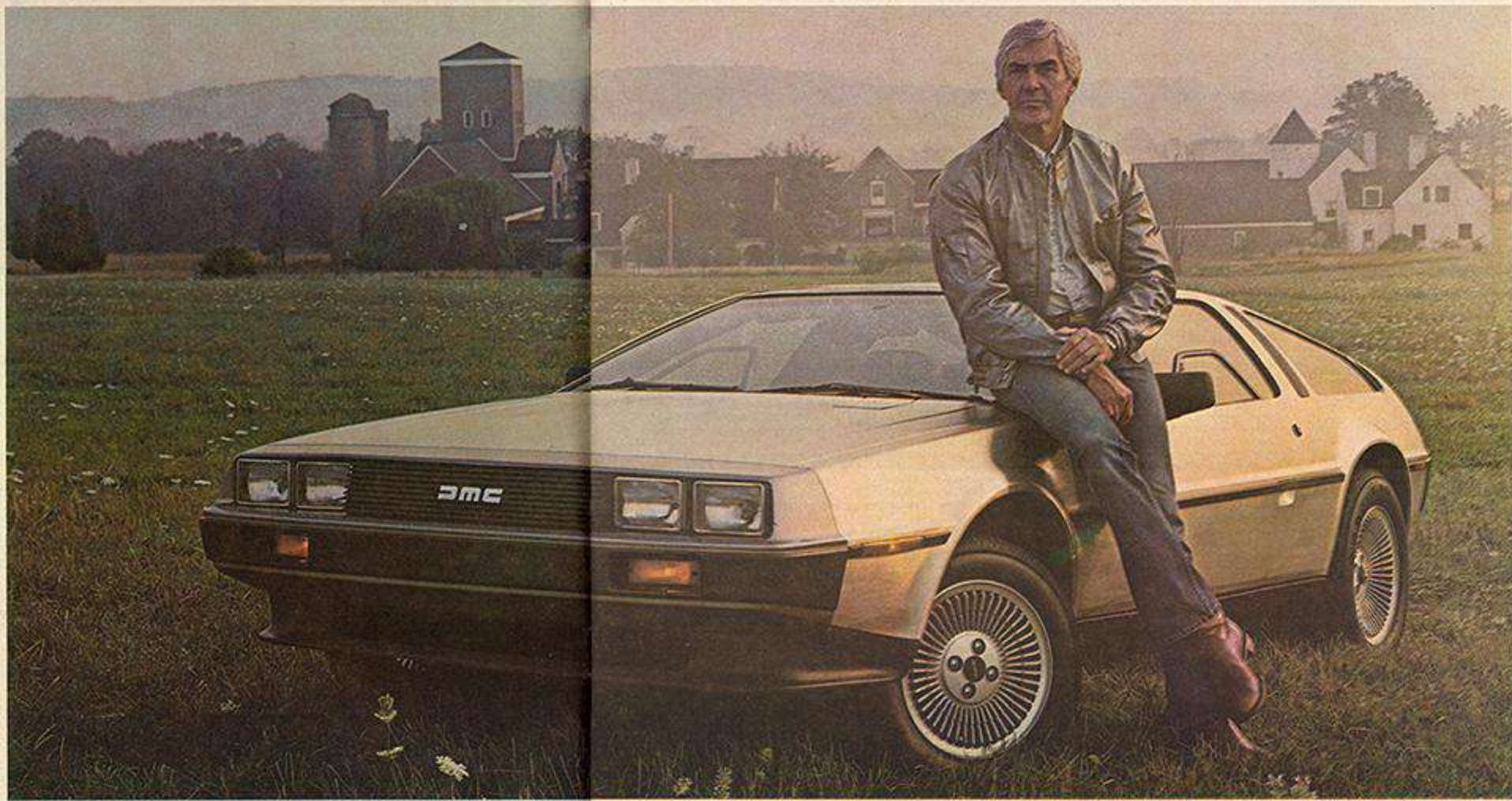
Goodyear NCT 195/60 HR14s for the front; larger Goodyear NCT 235/60 HR15s for the rear.

Given John Z's knowledge of the automobile industry, he could have decided to have just about any major tire manufacturer provide him with tires for the first car bearing his name.

But when John's first car rolled off the line, the only name other than John's that appeared on the exterior was ours.

Our name is Goodyear. And we make high-performance radial tires.

Radial tires that a man can stake his reputation on.



GOODYEAR
QUALITY AND INNOVATION