
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

February 21, 2008

The Goodyear Tire & Rubber Company

(Exact name of registrant as specified in its charter)

Ohio

1-1927

34-0253240

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

1144 East Market Street, Akron, Ohio

44316-0001

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

330-796-2121

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On February 21, 2008, the Board of Directors of The Goodyear Tire & Rubber Company ("Goodyear") elected Richard Noechel as Vice President and Corporate Controller, effective March 1, 2008. Mr. Noechel succeeds Thomas A. Connell, who will become Goodyear's Vice President and Chief Information Officer, also effective March 1, 2008.

Mr. Noechel, 39, has been Chief Financial Officer of Goodyear's South Pacific Tyre subsidiary in Australia since April 2006. He joined Goodyear in October 2004, serving as Assistant Controller at Goodyear's headquarters in Akron, Ohio. Prior to joining Goodyear, Mr. Noechel was Vice President and Controller for Kmart Corporation from 2001 through 2004. He previously worked for DaimlerChrysler from 1997 through 2001 and for Price Waterhouse LLP from 1991 through 1997.

Mr. Noechel will participate in Goodyear's Performance Recognition Plan, Performance Plan and Executive Performance Plan, as well as the other benefit plans and programs that generally are available to Goodyear's executive officers and associates.

A copy of the press release announcing Mr. Noechel's appointment is attached hereto as Exhibit 99.1

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 News Release dated February 27, 2008

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Goodyear Tire & Rubber Company

By: *W. Mark Schmitz*

Name: W. Mark Schmitz

Title: Executive Vice President and Chief Financial Officer

February 27, 2008

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	News Release dated February 27, 2008

News Release

Corporate Headquarters: 1144 East Market Street, Akron, Ohio
44316-0001

Media Website: www.GoodyearNewsRoom.com

CONTACT:

Keith Price
330-796-1863

FOR IMMEDIATE RELEASE

#23567pe.208

Goodyear Names Richard Noechel Corporate Controller; Thomas Connell Assumes CIO Role

Akron, Ohio, February 27, 2008 – The Goodyear Tire & Rubber Company today appointed Richard Noechel as vice president and corporate controller, replacing Thomas A. Connell, who in turn was named vice president and chief information officer.

Noechel, 39, had been chief financial officer of Goodyear's South Pacific Tyre subsidiary in Australia since 2006. He began his career with Goodyear in 2004, serving as assistant controller at the company's corporate headquarters in Akron.

Prior to joining Goodyear, Noechel was vice president and controller for The Kmart Corporation from 2001 through 2004. He also worked for DaimlerChrysler in various positions from 1997 through 2001 and for Price Waterhouse LLP from 1991 through 1997.

Noechel received his degree in accounting from Michigan State University in 1991. He is a Certified Public Accountant.

“During Rick's tenure at Goodyear and, prior to that, with Kmart, he demonstrated strong leadership and proficiency in controllership skills and a keen eye for financial details and analysis. He will be a great asset to the company in the corporate controller position,” said Goodyear Chief Financial Officer Mark Schmitz.

Connell, 59, had been vice president and controller for Goodyear since 2003. Prior to that, he spent 24 years in financial management positions with TRW Inc. Connell, joined TRW in 1979 as manager of financial accounting. He was named director of financial reporting in 1983; finance director and controller, valve division in 1986; and finance director and controller, engine components in 1987. He became vice president of finance, occupant restraint systems in 1990 and was named vice president and corporate controller in 1996.

Prior to joining TRW, Connell was with the accounting firm Ernst & Whinney from 1970 to 1979. He worked in the company's Cleveland and Sao Paulo, Brazil offices.

Connell earned a bachelor of business administration in accounting and a master of business administration degree from John Carroll University. He is a Certified Public Accountant.

“As controller, Tom led Goodyear through a critical period in which he created and then led a world-class controllership team. These strong leadership and organizational skills are both necessary traits as we look to enhance the business focus and functional capabilities within our IT organization,” Schmitz said. “Throughout his career, Tom has led in the implementation of business process and IT systems standardization in complex, multi-divisional organizations, including enterprise-wide SAP implementations and shared services.

“Tom will lead our IT group to a new level of collaboration with the business units on real-world, information-based technology solutions to demand planning, supply chain implementation and other areas,” Schmitz added.

Connell replaces Stephanie A. Wernet, who has been chief information officer since 2003. An announcement regarding Wernet's new assignment will be forthcoming.

Goodyear is one of the world's largest tire companies. The company employs about 70,000 people and manufactures its products in more than 60 facilities in 26 countries around the world.