

The Goodyear Tire & Rubber Company
Akron, Ohio 44316 - 0001

To: Goodyear Supplier

With the end of 2017 rapidly approaching and the holiday season right around the corner, I'd like to take the opportunity to express Goodyear's appreciation for your efforts as you continue to work with us as a strong business partner.

In addition, I am reminding everyone, and attaching a summary, of our policy regarding gifts and entertainment. This policy is part of the general ethical and legal standards we require our associates to follow when conducting business on behalf of Goodyear every day and everywhere we operate. We also expect you, as a Goodyear supplier, to adhere to these standards, not only to protect your status as a Goodyear supplier, but to protect both your people and our associates. By working together, we can help to promote the highest standards of business conduct and ethics worldwide.

I also remind you to register your company at <http://supplier.goodyear.com> and agree to our Supplier Code of Conduct if you have not already done so.

A complete copy of our Business Conduct Manual Supplier Code of Conduct, and Global Human Rights Policy can be found at:

<http://www.goodyear.com/businessconductmanual>
<https://www.goodyear.com/supplier/code/index.html>
http://www.goodyear.com/corporate/about/policy_human_rights.html

We look forward to your continued support in 2018.

Sincerely,

Maureen Thune
Vice President and Chief Procurement Officer

Attachment: Purchasing and Gifts

PURCHASING AND GIFTS

Goodyear appreciates the cooperation of its suppliers and associates in helping to maintain the highest levels of ethical conduct. This holiday season is an appropriate time to remind you of our rules and expectations regarding gifts and entertainment.

Gifts, entertainment, or other personal inducements are unnecessary in the context of obtaining Goodyear's business. Excessive gifts and entertainment are contrary to good business practice and are detrimental to the interests of our shareholders, customers and associates.

In general, suppliers should refrain from providing gifts to Goodyear associates. Gifts of cash or cash equivalents, such as gift cards or gift certificates, are absolutely prohibited.

Nonetheless, gifts of nominal value, less than \$100 USD, which are used by suppliers as general sales promotions, holiday goodwill or advertising pass-outs are permitted. Examples of generally acceptable gifts include standard sales promotion items (such as pens or coffee mugs), fruit baskets or other foods, and flowers or plants. Consideration should be given to the frequency of such offers and/or acceptances.

Supplier contacts, visits and entertainment that are business-related and occur under appropriate circumstances for the conduct of business may be acceptable provided they are reasonable and customary. Lunches, dinners, local sporting events, and the like, where the supplier accompanies our associates, are allowable on an infrequent basis, provided they are reasonable, customary, and consistent with our commitment to Act with Integrity. Goodyear expects our suppliers and associates to exercise discretion and good judgment in the kind and frequency of invitations extended or accepted.

Goodyear will continue to favor suppliers who adhere to the highest standards of ethics, as well as provide product and service quality.