

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

November 15, 2013

To: Goodyear Suppliers

With the end of 2013 rapidly approaching and the holiday season right around the corner, I would 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 of 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. As suppliers, we also expect you 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 request that you 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, Global Human Rights Policy and information about our exciting new products can be found at:

[http://www.goodyear.com/investor/investor\\_governance.html](http://www.goodyear.com/investor/investor_governance.html)

[http://www.goodyear.com/corporate/about/policy\\_human\\_rights.html](http://www.goodyear.com/corporate/about/policy_human_rights.html)

We look forward to your continued support in 2014.

Sincerely,

Mark W. Purlilar  
Vice President and Chief Procurement Officer

## **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 restate our operating philosophy with respect to supplier relationships.

The use of purchasing power to obtain special consideration for personal benefit is not only unethical, but also bad business practice.

Gifts or personal inducements are unnecessary in the conduct of purchasing activities. Such activities are contrary to good business practice and potentially detrimental to the interests of our shareholders, customers and associates.

Consequently, personal acceptance of gifts, services, travel, entertainment or product discounts, etc., unavailable to other Goodyear associates is not permitted.

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. Consideration should be given to the frequency of such offers and/or acceptances. Nonetheless gifts of cash or cash equivalents, such as gift cards or gift certificates, are absolutely prohibited.

Supplier contacts, visits and entertainment that are business related and occur under appropriate circumstances for the conduct of business may be in the best interest of Goodyear provided they are reasonable and customary. Lunches, dinners, sporting events, etc., where the supplier accompanies our associates are allowable on an infrequent basis, and again, provided they are reasonable and customary. The company 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.