

Advisory: Yokohama to Purchase Goodyear OTR Division

Edmonton, July 22, 2024 — This morning, the Goodyear Tire & Rubber company and Yokohama Rubber Co. Ltd. jointly [announced](#) Yokohama will purchase Goodyear's Off the Road (OTR) portfolio. The sale is expected to close in early 2025, following regulatory approval.

Fountain Tire is a long-time partner with Goodyear and the manufacturer's products make up a large portion of our OTR inventory. We believe the purchase of Goodyear's OTR business by Yokohama has benefits to both parties, to our own company and to our valued mining and construction customers.

The transaction marks a milestone in Goodyear's [Goodyear Forward](#) strategy, a transformation plan that sets out to optimize the company's portfolio, expand margins and drive shareholder value. Its success ultimately supports our own partnership long-term.

There are also several benefits to the transaction that will enhance our overall OTR offering. Yokohama has shared they will integrate Goodyear's product line – which includes tire sizes from 25-inch to 63-inch rim diameters – to their portfolio to expand the value range of their OHT (off-highway tire) business. They have cited synergies between the two companies that will benefit the development of new products and services, manufacturing, sales, quality control, and ESG (environmental, social and governance). And, Yokohama has additional plans to strengthen its product development and production abilities for large and ultra-large tires not currently in their portfolio. All of these are exciting developments for our future together.

In the short term, we will continue to operate as “business as usual.” There are no immediate changes to how we order tires, nor to our sales support, invoicing or other business processes. We remain committed to providing our customers with a range of high quality OTR products, including Goodyear.

In addition, Goodyear has demonstrated a commitment to working with Yokohama to ensure a smooth transition for customers and associates. We will work with both companies to ensure continuity across our operations as well.

We remain “on this road together” with our customers, committed to serving their OTR needs. Whether with Goodyear in the short term or Yokohama in the future, our dedication to delivering high quality products and exceptional customer service does not change.