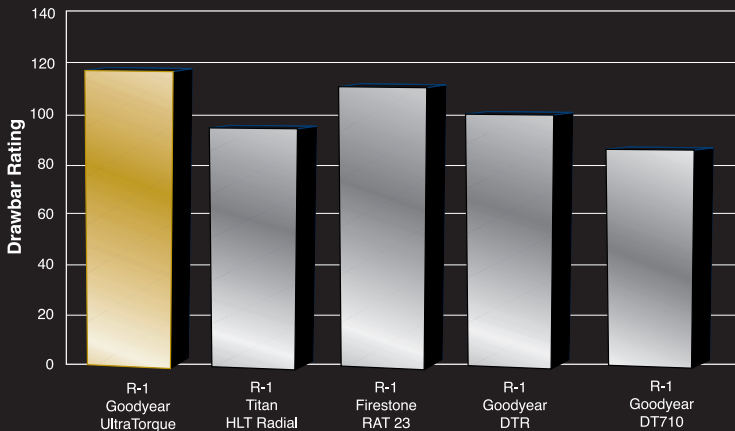


20% More Traction

Run through progressively worse clay and mud, UltraTorque tires were compared to drive tires from two leading competitors, Goodyear's DT710 and Goodyear's Dyna Torque® radial, which was used as the control tire.

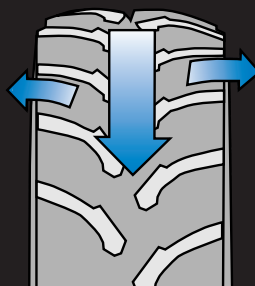
Drawbar Pull / Slip Test in mud conditions.
Wever, Iowa October 1997



Goodyear's UltraTorque outperformed the following tires at the percentages listed: Goodyear DTR – 22%; Goodyear DT710 – 38.8%; Firestone RAT23 – 8.6%; Titan HLT Radial – 26.9%

Results of the Independent testing showed:

- UltraTorque radials performed up to 20 percent better than the control tire.
- It performed 8 to 25 percent better than the competing brand tires.



UltraTorque's patented tread design, featuring a unique center mud channel, is behind its outstanding performance. It:

- Pumps mud out through the lugs to give you a powerful grip.
- Self-cleans to provide exceptional traction in dry, chunky and sandy soils, too.
- Gives you a year-round tire that not only maneuvers skillfully through the wet planting season but also through summer and autumn.

You might just like it for both.

For overall traction and durability, UltraTorque™ radial farm tires simply can't be beat – and here are the facts to prove it.

It's official! Test results have confirmed what farmers across the country have been discovering since the UltraTorque radial was first introduced in spring, 1998. UltraTorque does a superior job of cleaning and gripping in all kinds of soil. Even in the heaviest clay soil you can imagine.

Tested against leading competitive tires for toughness as well as traction, our UltraTorque radial also displayed exceptional durability – an absolute necessity when you've got valuable acres to plant and harvest every year and can't afford costly downtime.

And UltraTorque tires get high marks on their smooth ride, too. That's because, at the end of each tread lug, you'll find a specially designed element called a riding cleat. This cleat gives UltraTorque excellent roadability and cuts pavement vibration to a minimum. Which means you can log a lot of road miles without feeling all shook up.

With so much going for it, no wonder UltraTorque tires are original equipment on such major tractor manufacturers as Case and John Deere.

But don't just take our word for it – take a look at what farmers from New York to Nebraska are saying!



"The tire's open center improves wet mobility because there's an unobstructed pathway for soil to move through the tire."
— Dale McCollum, Gasport, New York



"I don't know how I'd feed my cattle without these tires."
— Don Goodwater, Battle Creek, Nebraska



"These UltraTorque radial tires bite better in muddy, mucky soil."
— Matt Peterson, dairy farmer, Reedsburg, Wisconsin

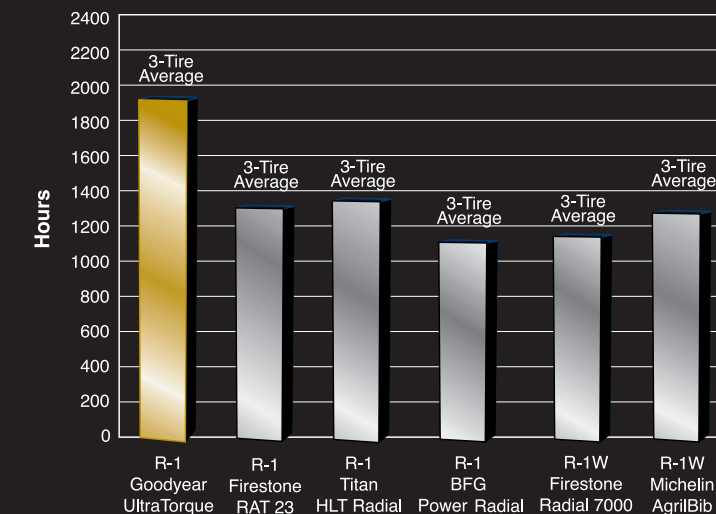


"Road vibration had always been a problem for me before I got my new UltraTorques. Now I can drive down the road with the throttle wide open."
— Delbert Stevens, Randolph, Nebraska

40% More Durable

In our durability test, the UltraTorque and five other competing R-1 and R-1W radial farm tires were placed on overloaded* trailers. The trailers were hitched to tethered tractors and run continuously in a circle until they failed.

Circle Test for durability.



Goodyear's UltraTorque outperformed the following competitors at the percentages listed: Firestone RAT23 – 48%; Titan HLT Radial – 42%; BFG Power Radial – 77%; Firestone Radial 7000 – 67%; Michelin AgriBib – 49%

* 40% overload at 10 MPH speed

And the winner: UltraTorque farm tires literally ran circles around the competition, lasting more than 40 percent longer than the various tires from leading competitors.

What makes an UltraTorque tire so tough? A winning combination of:

- Unique bead area compound.
- Enhanced rubber distribution.
- New rubber compounding in the bead area, body plies, and tread.
- Ruggedly braced and flared lug shape.
- Natural "relaxed" tire shape.

Yes, when it comes to traction and durability, you don't have to choose between them with UltraTorque radials. You can expect both.

Superior test results are just part of our story – for the best agricultural warranties in the business, see the back cover!



Serious Technology. Freedom from Worry.