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## Goodyear Assurance Fuel Max Tires Help Couple Shatter Fuel Efficiency Guinness World Record

*Australian couple breaks record by more than 9 miles per gallon*

AKRON, Ohio, August 18, 2009 – In an impressive display of fuel economy, two drivers from Australia have broken the “48 Contiguous U.S. States Fuel Economy Guinness World Record,” driving a car equipped with Goodyear Assurance Fuel Max tires. This three-week, 9,000+ mile drive through all 48 contiguous states in the U.S., showcased the potential fuel savings from the breakthrough fuel-efficient tread compound found in the new tires.

Helen and John Taylor had set the previous record in 2008 with a mark of 58.82 miles per gallon (MPG). With the just-completed journey, the Taylors achieved a significant improvement in fuel economy with a strong final MPG average of 67.90.

“While our own testing shows just how fuel-efficient these new tires are, we wanted to provide a real-world example of the difference Fuel Max Technology can make,” said Mark Cherveney, Goodyear brand manager, passenger tires. “Helen and John Taylor broke their own world record set last year, using the same car, the same fuel, and traveling the same route. We believe the difference this year is the set of Assurance Fuel Max tires.”

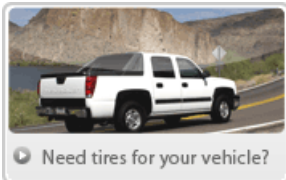
With more than 80 fuel economy and driving world records, Australia’s Taylors are no strangers to finding the latest, broadly available technological advancements to help them get the most out of a gallon of fuel. Having established the previous world record, the Taylors were eager to test what kind of difference Goodyear’s Fuel Max tires could make.

“We looked forward to the challenge of attempting to break our own world record drive through the 48 U.S. mainland states, and after only a few days of driving on these Goodyear tires, we knew we could shatter the record,” said Helen Taylor. “We hope our record-breaking journey helps educate the driving public that decisions, such as choosing the right tires, using the right fuel and adopting fuel-saving driving techniques can help anyone save money and fuel, and reduce carbon emissions.”

On July 28, the Taylors kicked off their long-distance drive just as they did last year – at a Shell-branded station in Sterling, VA, and crossed the “finish line” in Ashburn, VA, at a Goodyear independently owned and operated retail store, Virginia Tire & Auto. To best showcase the difference with the new Goodyear tires, the Taylors set out on the challenge in the same vehicle they used to set the previous record – a 2009 Volkswagen Jetta TDI – and powered it with their fuel of choice – Shell Ultra Low Sulfur Diesel.

The couple refueled the car at Shell-branded stations along the way. Shell has had a longstanding relationship with the Taylors – during their global fuel economy record in 2006, the continental U.S. world record in 2008, and the latest achievement.

As always, Guinness World Records’ rules and regulations were



strictly adhered to on this challenge, including the prerequisite to adhere to all local maximum/minimum speed limits and traffic regulations. Fourteen official check-in and refueling stops across the country were included throughout the duration of the drive.

The couple followed a counter-clockwise route that included scheduled stops in Virginia, New Hampshire, Ohio, Nebraska, South Dakota, Montana, Nevada, California, Colorado, Oklahoma, Illinois, Louisiana and West Virginia. Some of the fuel-maximizing tactics the Taylors employed on the road included actions such as avoiding idling and higher speeds, minimizing vehicle drag and performing regular vehicle maintenance.

The Goodyear Assurance Fuel Max tire features a proprietary fuel-saving tread compound that helps reduce energy loss as the tire rolls, so less gas is required to keep the tire rolling. The 4 percent improvement in highway fuel economy delivered by the new Fuel Max tires means, in essence, drivers can save 2,600 miles worth of gas over the life of a set of 4 tires.\* Goodyear Assurance Fuel Max tires are available to consumers now, and offer all-season traction - just in time for the busy fall driving season -with full availability of 27 sizes, fitting about 80 percent of the passenger tire segment. See [www.goodyear tires.com](http://www.goodyear tires.com) for more details on Assurance Fuel Max.

Goodyear is one of the world's largest tire companies. It employs approximately 71,000 people and manufactures its products in more than 60 facilities in 25 countries around the world. For more information about Goodyear, go to [www.goodyear.com](http://www.goodyear.com).

Shell, a global leader in diesel technology, was the fuel sponsor of the Taylor's 2009 Guinness World Record attempt. In the U.S., Shell is the best-selling fuel brand and has the widest availability of diesel.

More than 50 percent of Shell stations in the U.S. offer diesel to drivers, significantly more than the 42% industry average. Shell offers diesel at approximately 7,000 sites in 48 states.

Corporate Auto, founded in 1987, provided and transported the 2009 Volkswagen Jetta TDI for the record-setting drive. Corporate Auto has a stellar history of providing vehicles for corporate usage, which includes competitive vehicle benchmark tests and marketing shows and events. For more information, visit [www.corp-auto.com](http://www.corp-auto.com).

*\*(Note: This savings is based on a 4% fuel economy improvement, on 65,000-mile tread life limited warranty, as compared to the standard Goodyear Assurance tire tested on P195/65R15 size on a 2008 Honda Civic. Actual results may vary based on when tires are replaced, driving and road conditions, and proper tire maintenance.)*



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