ALL SEASON PASSENGER

Our best all-season tire has an asymmetric tread pattern and sweeping grooves to evacuate water and deliver excellent wet traction.

- All-season traction in wet, dry, and snowy conditions.
- Enhanced grip by helping to evacuate water and slush from the tread.
- Long treadwear from a stable tread footprint.
- Enhanced handling thanks to a proven tread pattern.

A hardworking, quality tire with all-season traction for everyday driving.

GOODYEAR ASSURANCE ALL-SEASON

- All-Season: Multiple biting edges offer great all-season traction in wet, dry and snowy conditions.
- Wet Traction: Wide tread grooves help evacuate water and slush for enhanced wet traction.
- Quiet Ride: The optimized tread pattern reduces road noise for a quieter ride.
- Refined Handling: Large stable shoulder blocks provide confident dry and wet handling.

A practical tire for confident all-season traction in wet, dry, and snowy conditions, with long treadwear.

GOODYEAR ASSURANCE WEATHERREADY A/W

- Our best all-season tire has an asymmetric tread pattern and sweeping grooves to evacuate water and deliver excellent wet traction.
- Specialized tread compounds help grip the road in wet, snow and ice-and earn Severe Snow Certification.
- Weather Reactive Technology combines Evolving Traction Grooves with Tredlock Technology, allowing the tread to lock together while cornering and open for more biting edges when you need enhanced wet traction.

Our best all-weather traction, for Mother Nature’s worst. Now you can feel confident with superior performance in even the harshest weather conditions.

*Available on sets of four tires.

1ST QUARTER EXCHANGE TIRE SALE PRICES
Effective January 1 - March 31, 2021

SAVE MORE WITH $25 MAIL-IN REBATE*

SAVE MORE WITH $75 MAIL-IN REBATE*
Asymmetric tread and proven tread
Wide center rib helps to provide confident steering responsiveness.
Solid shoulder blocks help stabilize the ride.
All-Season Performance: An enhanced compound that helps provide long tread life and on average, 20% more cushion than standard passenger tires.

GOODYEAR ASSURANCE MAXLIFE

GOODYEAR ASSURANCE COMFORTRED TURING

GOODYEAR EAGLE SPORT A/S

GOODYEAR EAGLE SPORT A/S

Extend your journey. Go up to 30% farther with Goodyear’s longest lasting tire.

A smooth and comfortable all-season tire that features an enhanced compound that helps provide long tread life and on average, 20% more cushion than standard passenger tires.

A hardworking, quality tire with all-season traction for performance driving.

SAVING MORE WITH $50 MAIL-IN REBATE*"70,000 Miles V-Speed Rated

A powerful sport performance tire with enhanced responsive handling and strong grip in all-season conditions.

SAVING MORE WITH $25 MAIL-IN REBATE*
Highly functional polymers help maintain Active Block Cuts delivering superior Proven winter tread compound maintains MAXX grip pattern helps improve traction pliability to let drivers own the road in extreme cold. A hardworking, quality tire with ice and snow traction for driving in winter conditions.

- Directional winter tread pattern offers confident winter traction by channeling away water and slush.
- 2D zigzag blades enhance winter traction by biting into snow and ice.
- Proven winter tread compound maintains flexibility and grip at low temperatures.
- Pinned for optional studs to further enhance traction in winter driving conditions.

A confident winter traction tire in wet, ice, and snowy conditions, with long-lasting performance.

GOODYEAR WINTERCOMMAND ULTRA

- V-Tred Technology to maximize water, slush and snow evacuation without compromising ride comfort.
- Ultimate control and acceleration with ActiveGrip Technology
- Active Block Cuts delivering superior gripping power under slippery conditions caused by rain, snow and ice.

Phenomenal winter performance, engineered to improve pliability to let drivers own the road in extreme cold.

DUNLOP WINTER MAXX 2

- Highly functional polymers help maintain performance throughout the life of the tire.
- Contact pressure distribution increases contact area for more stability in turns.
- MAXX grip pattern helps improve traction on snow.
- Large water drainage grooves flush away water for improved stability in wet and slushy conditions.

SAVE MORE WITH $50 MAIL-IN REBATE*

Kelly K Tires

Goodyear

Dunlop
GOODYEAR EAGLE EXHILARATE

- ActiveBraking Technology: Promotes shorter braking distances on wet and dry roads.
- ActiveGrip Technology: Offers excellent traction in all seasons for performance handling.
- ActiveStrength Technology: Provides a strong, lightweight construction for enhanced handling.
- Built-in wear gauges provide convenient and easy tread-depth readings.

For those who view every drive as a chance to perform at their peak.

<table>
<thead>
<tr>
<th>Size</th>
<th>Index</th>
<th>Product Code</th>
<th>UPC</th>
<th>Reg Price</th>
<th>VCS Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>215/45ZR17</td>
<td>91 W</td>
<td>104001568</td>
<td>697662139720</td>
<td>$147.99</td>
<td>$118.99</td>
</tr>
<tr>
<td>225/40ZR18</td>
<td>92 Y</td>
<td>104002568</td>
<td>697662139737</td>
<td>$173.99</td>
<td>$139.99</td>
</tr>
<tr>
<td>225/45ZR17</td>
<td>94 W</td>
<td>104004568</td>
<td>697662139768</td>
<td>$143.99</td>
<td>$115.99</td>
</tr>
<tr>
<td>225/45ZR18</td>
<td>95 Y</td>
<td>104005568</td>
<td>697662139775</td>
<td>$183.99</td>
<td>$147.99</td>
</tr>
<tr>
<td>225/45ZR19</td>
<td>96 W</td>
<td>104006568</td>
<td>697662139782</td>
<td>$201.99</td>
<td>$161.99</td>
</tr>
<tr>
<td>235/40ZR19</td>
<td>97 Y</td>
<td>104011568</td>
<td>697662139836</td>
<td>$190.99</td>
<td>$152.99</td>
</tr>
<tr>
<td>245/40ZR19</td>
<td>98 Y</td>
<td>104012568</td>
<td>697662139867</td>
<td>$221.99</td>
<td>$177.99</td>
</tr>
<tr>
<td>245/45ZR18</td>
<td>99 Y</td>
<td>104015568</td>
<td>697662139904</td>
<td>$224.99</td>
<td>$179.99</td>
</tr>
<tr>
<td>245/45ZR20</td>
<td>100 Y</td>
<td>104017568</td>
<td>697662139911</td>
<td>$229.99</td>
<td>$183.99</td>
</tr>
<tr>
<td>255/40ZR19</td>
<td>101 Y</td>
<td>104021568</td>
<td>697662139942</td>
<td>$237.99</td>
<td>$190.99</td>
</tr>
</tbody>
</table>

† Based on internal testing comparing Goodyear Eagle Exhilarate to Michelin Pilot Sport A/S 3+, Bridgestone Potenza RE080AS & Continental ExtremeContact DWS06 (245/40ZR18 97Y on a 2017 BMW 430i GC). Actual on road results may vary.

KELLY EDGE HT

- Proven tread pattern provides confidence in all-season conditions and a comfortable ride.
- The reinforced center rib enhances handling and promotes even wear.
- Broad tread grooves help evacuate water and slush from the tread for enhanced grip.
- Sturdy shoulder blocks help stabilize the tread footprint to promote long treadwear for enhanced value.

A hardworking, quality tire for light trucks and SUVs with all-season traction for everyday driving.

<table>
<thead>
<tr>
<th>Size</th>
<th>Index</th>
<th>Product Code</th>
<th>UPC</th>
<th>Reg Price</th>
<th>VCS Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>245/70R17</td>
<td>110 S</td>
<td>357675313</td>
<td>741317960709</td>
<td>$146.99</td>
<td>$117.99</td>
</tr>
<tr>
<td>255/70R17</td>
<td>112 T</td>
<td>357007313</td>
<td>741317960785</td>
<td>$143.99</td>
<td>$115.99</td>
</tr>
<tr>
<td>265/70R16</td>
<td>112 S</td>
<td>357564313</td>
<td>741317960868</td>
<td>$140.99</td>
<td>$112.99</td>
</tr>
<tr>
<td>265/70R17</td>
<td>115 S</td>
<td>357001313</td>
<td>697662134428</td>
<td>$142.99</td>
<td>$114.99</td>
</tr>
<tr>
<td>275/65R18</td>
<td>116 T</td>
<td>357759313</td>
<td>741317960747</td>
<td>$177.99</td>
<td>$142.99</td>
</tr>
<tr>
<td>LT235/80R17120</td>
<td>R</td>
<td>357730297</td>
<td>741317960655</td>
<td>$185.99</td>
<td>$148.99</td>
</tr>
<tr>
<td>LT245/75R16120</td>
<td>R</td>
<td>357469297</td>
<td>741317960600</td>
<td>$155.99</td>
<td>$124.99</td>
</tr>
<tr>
<td>LT245/75R17120</td>
<td>R</td>
<td>357958297</td>
<td>741317960631</td>
<td>$170.99</td>
<td>$136.99</td>
</tr>
<tr>
<td>LT265/70R17121</td>
<td>R</td>
<td>357503131</td>
<td>741317960617</td>
<td>$178.99</td>
<td>$143.99</td>
</tr>
<tr>
<td>LT275/65R18123</td>
<td>R</td>
<td>357965313</td>
<td>741317960662</td>
<td>$214.99</td>
<td>$171.99</td>
</tr>
<tr>
<td>LT275/65R18123</td>
<td>R</td>
<td>357965313</td>
<td>741317960662</td>
<td>$214.99</td>
<td>$171.99</td>
</tr>
</tbody>
</table>

GOODYEAR WRANGLER SR-A

- All-Season Traction: Zigzag microgrooves offer enhanced traction in rain, snow, and ice.
- Cornering Grip: TredLock® microgrooves help provide biting edges for enhanced wet traction and lock together for confident grip in turns.
- Enhanced Wet Traction: Wide circumferential grooves help move water away from the tread for enhanced traction in rain.
- Wet Traction: Exclusive wet traction compound helps provide traction on wet roads.

Our best tire for highway driving with enhanced traction, optimized tread wear and handling on wet roads - complemented by a quiet ride. Trusted for original equipment on leading pick-up trucks.
**GOODYEAR WRANGLER FORTITUDE HT**

- The optimized tread pattern helps provide a quiet ride on the highway.
- Wide circumferential grooves and full-depth sipes help provide all-season traction and confident grip on wet, dry and snowy roads.
- Enhanced fuel efficiency provided by an innovative, lower rolling resistance tread compound.
- An enhanced tread design helps provide long tread life.

**KELLY EDGE AT**

- Off-road traction from flared tread block edges that help shovel mud, dirt and gravel away from the tread.
- Enhanced highway grip thanks to deep tread grooves that help evacuate water and slush from the tread.
- Long treadwear for enhanced value provided by sturdy tread blocks that help stabilize the footprint.
- Enhanced wet traction on the highway and improved endurance on off-road terrain thanks to a proven tread compound.

**GOODYEAR WRANGLER TRAILRUNNER AT**

- All-Terrain Durability: Large interlocking tread blocks help to deliver strong on- and off-road durability.
- All-Terrain Traction: Saw-tooth block edges offer all-season traction on and off the road.
- All-Season Performance: Multi-angle sipes offer all-season traction on and off the road.
- Enhanced Tread Life: The optimized tread pattern enhances tread life and helps to quiet noise from on-road driving.
- Enhanced Traction: The rugged stepped shoulder helps to provide added traction in deep mud and snow. Select sizes marked with the Severe Snow Conditions Symbol for winter weather driving.

**ALL SEASON LIGHT TRUCK**

An Original Equipment tire with excellent wet traction and a long tread life to help keep drivers going stronger longer.

**ON/OFF ROAD LIGHT TRUCK**

A hardworking, quality tire with highway and off-road traction for everyday driving.

**SAVING MORE WITH $50 MAIL-IN REBATE**

†Excludes C-Type
**GOODYEAR WRANGLER AT ADVENTURE**

- DuPont™ Kevlar®: Rugged strength provided by a layer of DuPont™ Kevlar® (DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company).
- Durawall™ Technology: The Durawall™ Technology helps prevent cuts in the sidewall.
- Off-Road Traction: Versatile off-road traction in wet, muddy conditions as a result of its open tread pattern.
- All-Season Traction: Supreme traction in the snow and rain thanks to its tread compound and biting edges that help grip the road.
- Toughness: The LT sizes include two layers of Kevlar, 30% more steel for enhanced toughness, and a Severe Snow Conditions Symbol for winter weather driving.

Our best tire for versatility on- and off-road, featuring DuPont™ Kevlar® for rugged strength — plus superior traction through rain and snow. For both everyday highway driving and going off-road at a moment's notice.

**GOODYEAR WRANGLER DURATRAC**

- Enhanced Traction: TractiveGroove Technology™ offers enhanced traction in deep mud and snow.
- Off-Road Traction: Self-cleaning shoulder blocks clear the tread of debris for enhanced dirt, gravel and mud traction.
- Quiet Ride: Highly angled center tread blocks enhance traction and lateral stability while reducing road noise.
- Rim Protection: Rim protector helps protect wheels from accidental curb damage.
- Enhanced Winter Traction: LT sizes pinned for #16 metal studs for enhanced traction in winter driving conditions.

A workhorse tire for rugged off-road terrain — including snow — that still offers a quieter ride on paved roads. The bold aggressive tread design is great for work truck towing and hauling.

**GOODYEAR WRANGLER MT/R**

- DuPont™ Kevlar® reinforced sidewalls help increase sidewall puncture resistance by 35%.
- Hardworking wraparound tread helps to deliver sidewall traction in deep mud, sand, and rocks.
- Innovative asymmetric tread design helps provide aggressive off-road traction and enhanced handling on the road.
- The advanced silica rubber helps provide superb off-road and wet traction.

Our best tire designed for extreme off-road expeditions, featuring DuPont™ Kevlar® that helps resist punctures when powering over rocks, mud, and sand.

**SAVE MORE WITH $75 MAIL-IN REBATE***

---

***Price includes $25 mail-in rebate. Additional tire carrying cost may apply. See retailer for details.**